

## Central Support - Job Description Communications Director

### POSITION:

An integral part of the Creative Arts team, this position will be cross-trained in various areas to understand and participate in the entire team's mission to *"craft content and experiences that lead people to become fully engaged followers of Jesus."* Reporting to the Creative Arts Director, the Communications Director will have the primary responsibility of leadership, collaboration, team development, vision oversight, and execution of all aspects media and communications related.

### RESPONSIBILITIES:

- Develop and protect the overall brand of NLC in all media (Print Marketing, Social Media, Websites, App, etc.)
- Research current trends in media industry and anticipate delivery of relevant products, messages, and branding
- Build systems with a high standard of creativity, excellence and effectiveness that support all Next Level Church locations and Central teams
- Innovate communication plans to market, inform, and promote message series, events, and other events or initiatives
- Participate in creative process including discovery, brainstorming, and development meetings for all events, projects, and initiatives
- Develop and coordinate internal marketing efforts via print, visual, and web communication and creative elements
- Create strategies for effective external marketing and positioning (including, but is not limited to, television, radio, print, and website)
- Spread the brand and personality of NLC through developing and maintaining excellent platform-specific social media marketing (Facebook, Twitter, Instagram, Pinterest, etc)
- Create positive media relationships both internally and externally (local and national) of Next Level Church
- Act as primary liaison between the church and various media organizations
- Lead the Central Communication Serve Team members and invest in their development
- Coordinate the design and updating of all Websites
- Oversee allocation and use of Communication budget

### SKILLS:

- Bachelor's Degree in Communications or related field and/or 3-5 industry experience preferred
- Strong leadership gifts and ability to lead and collaborate with high level leaders
- Effective team leader who can inspire others to work together to achieve organizational excellence

- Knowledge of graphic fundamentals, print and web capabilities and a strong understanding of marketing and advertising principles
- Exceptional communication and presentation skills
- Willingness to assist on projects and tasks outside of the norm to benefit the team
- Vision and passion for people and for God's work through Next Level Church
- Highly creative problem solver that can change priorities quickly with a positive attitude
- Displays personal characteristics of professionalism, credibility, commitment to high standards, innovation, judgment and accountability
- Ability to function well in a highly collaborative, fast paced, team-oriented environment
- Self-motivated and determined with a strong work ethic as well as a fun and creative energy
- Strong at leading projects from concept to completion
- Able to accomplish assigned projects utilizing highly developed communication (written and verbal), project management, time management and collaboration skills
- Proficient in Microsoft Office software
- Capable of learning and using CCB software, Asana and Planning Center Online
- Excellent attention to detail

## **PERFORMANCE MEASURES:**

- In addition to the goals set, the Communications Director will be measured based on the Next Level Church Leadership Behavioral Values and Core Values.

## **TIME COMMITMENT:**

- Full-Time Staff
  - Office Days: Monday-Friday from 9:00am - 5:00pm
  - Participate in weekly All-Staff Meetings, monthly Staff Chapels and other all-staff events and services throughout the year

**NOTE:** This job description is not intended to be all-inclusive. Employee may perform other related duties requested by the Creative Arts Director, to meet the ongoing needs of the organization.