



COMMUNICATIONS DIRECTOR ROLE DESCRIPTION

The Communications Director leads the Communications Team to create and develop compelling print and online materials that powerfully communicate CHCC's purpose and vision to staff, elders, members, and those beyond our walls. The Communications Director supports our ministry teams and increases their reach and impact while inspiring our attenders and those in our community to pursue the life Jesus is inviting them to live.

RESPONSIBILITIES

Recruit and Lead Communications Staff and Volunteer Team for Maximum impact

- Build a culture defined by love and unity
- Manage the staff effectively on the “why”, “what” (measurable outcomes), and “how” (staff engagement and culture)
- Provide direction, training, support, feedback and coaching for those you lead
- Monitor staff performance
- Partner with Organizational Development team to hire, transition, evaluate and develop staff
- Complete performance reviews in collaboration with Organizational Development
- Lead teams to establish and deliver departmental goals

Collaborate with Key Stakeholders to Design and Execute a High-Impact Marketing Strategy

- Design and execute a local marketing strategy to reach those in our community through the use of local partnerships, invites, mailers, etc.
- Ensure CHCC maintains an effective presence on the web including style/presence, search engines, and new technology
- Manage a social media strategy to build followings on various social media outlets
- Ensure that all promotional materials are compelling and are created and marketed with excellence

Lead the Communications Team to Resource Ministry Teams for High Impact

- Revise and uphold empowering, value-add service level agreements
- Serve as a consultant on key initiatives and projects, brainstorming creative communication resources, ideas and tools to further each ministry's goals and outcomes
- Lead efforts with the Communications Team to design art, resources and materials with a high standard of creativity, excellence and effectiveness
- Partner effectively with outside contractors when needed

Partner with the Worship Ministries Team to Leverage Video for Impact

- Strategize tactics to use video to promote our vision, purpose, and life change stories
- Leverage created videos in broader marketing strategy

Ensure High Quality Branding That Is Consistent with Our Vision and Mission

- Establish design guidelines to be used by ministries to obtain a consistent high standard for all promotional materials representing CHCC
- Provide guidance and services as needed

Lead Media and Community Relations

- Create positive relationships with the local media
- Oversee efforts related to securing or responding to media attention
- Develop policy and procedures related to media relations

Ensure Accurate, Timely Response to Communication Requests

- Manage email, voicemail, and communication requests in a timely, thorough manner
- Set interview appointments, share about area resources, and answer questions
- Build trust by maintaining confidence of information
- Respond to all requests with professionalism, discretion and service-orientation

Perform Other Duties and Tasks as Assigned

Model Servant Leadership and Exhibit a Helpful, Joyful Attitude

Demonstrate a Commitment to Growth

- Receive and apply training and development from the Executive Pastor
- Attend department and all-staff meetings

WHO WE ARE

We're a vibrant church of everyday people who come together in many ways – in exploring and learning about faith, in raising kids and strengthening marriages, and in discovering the fullness of life God desires for each of us.

At our core we are all about love.

- Love Expressed – which is all about God receiving the worship He deserves.
- Love Experienced – that's all about helping you grow in experiencing the love of God.
- Love Extended – which is all about extending the love of God out to those who need it most in mission.

WHO YOU ARE

You Model a Growing and Vibrant Relationship with Christ

- Pursue full devotion to Christ and live the life we are inviting others to live
- Manifest the fruit of the Spirit in work habits and relationships
- Pursue spiritual growth through community and a daily (or almost daily) Biblical engagement
- Embody other-centered, servant-leadership in all interactions
- Reflect Christ's heart for reaching the spiritually lost

You Demonstrate Commitment to Cherry Hills Community Church

- Pursue church membership and live out the four commitments of active membership, which are wholehearted worship, daily Bible reading and reflection, pray for and pursue friendships with those who don't know Christ, and 3P giving (priority, percentage, and progressive)
- Be an active, engaged participant at weekend services and involved in community
- Serve at church-wide, all-hands-on-deck events (Examples: Christmas & Easter service, etc.)
- Accept and uphold CHCC's [Statement of Our Faith](#)

SPIRITUAL GIFTS

God equips every Christ-follower with spiritual gifts to serve and strengthen the body of Christ and to partner with Him in the advancement of His kingdom.

The following spiritual gifts are recommended for this role:

Leadership
Administration

REQUIREMENTS

- 5+ years communications experience
- Demonstrated proficiency with marketing technology including email marketing and digital ad platforms
- Understanding of copywriting, graphic design, layout, and print & digital publishing
- Experienced with WordPress or other web content management software, including basic HTML skills and web analytics
- Impeccable copywriting and copyediting abilities with great attention to detail
- Excellent verbal communication and presentation skills
- Proficiency with Microsoft Office Suite (Word, Excel, PowerPoint)
- Experience working with Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro)
- Familiarity with social media platforms and social media marketing
- Established media relations a plus

SUPERVISOR: Executive Pastor

POSITION TYPE: Full-Time, Exempt

HOURS PER WEEK: 40 Hours

SALARY RANGE: \$57,760 – \$89,531

BENEFITS: Eligible Medical, Dental, Vision, 403(b), Paid Vacation and Sick