

*Job Title:*

## **Communications Director**

*Purpose Statement:*

Curate all communication assets (web, print, environmental) to consistently champion Inland Hills Church's brand and mission. Develop and lead projects and team members with a Christ-centered mindset to broaden our reach and deepen IHC's impact for congregants and visitors.

*Key Responsibilities:*

- **Manage departmental projects.** Oversee communications staff, contractors and volunteers to develop high-impact communications that serve the vision of IHC's leadership team. Establish workflows, dashboard(s), etc. to monitor progress toward departmental milestones.
- **Develop and disseminate content.** Strategically protect and enhance IHC's brand identity through a cohesive representation across ministry areas. Ensure coherent, compelling visuals and text for dozens of projects each week. Manage asset creation and distribution of collateral and content for e-newsletter, printed materials, social media, website, events, etc.
- **Collaborate.** Partner with other staff to provide high-quality options and materials for ministry initiatives and events. Provide relevant expertise and guidance to enhance ministry teams' efforts.
- **Share stories.** Seek, collect, and leverage examples of how God is working through IHC ministries to demonstrate impact, build excitement, and promote engagement by others.
- **Experiment, measure and analyze results.** Boldly implement new ideas and strategies to advance IHC's mission and organizational priorities. Collect and analyze data to determine whether various strategies are effective in reaching key audiences and/or achieving key outcomes. Track and measure engagement across channels and constituencies.
- **Innovate and make things better.** Develop and implement high-quality, forward-looking solutions within your sphere of responsibilities. Maintain an awareness of cultural trends affecting churches and make appropriate recommendations on tools, channels, and strategies. Be proactive; be willing to "think outside of the box" to solve problems; consistently contribute your best effort and attitude and inspire others to do the same.
- **Be authentic.** Stay engaged in a personal and growing relationship with Jesus. Demonstrate Inland Hills' core values.

*Key Requirements:*

- 5+ years of communications, marketing, and/or public relations or related experience
- Demonstrated expertise in one or more of the following: graphic design, social media platforms and online marketing, web design/content management systems, SEO, copywriting/editing
- Excellent problem-solving, project management, and written/verbal communication skills
- Comfortable working as a fast-paced implementer who thrives on managing a variety of concurrent key initiatives and enjoys working collaboratively with a variety of constituent groups
- Good analytical/critical thinking, maturity, and leadership capability
- A self-starter with a willingness to continue to learn and develop additional skills to grow personally and serve the role and organization more effectively

*Employee status:* Full time exempt (40+ hours/week)

*Reports to:* Executive Pastor