

# CHURCH AT VIERA

Job Description Form



# CHURCH AT VIERA

Job Title: Communications Director	
Reports To: Executive Pastor	Date Approved: 04.02.26
Type of Position: <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Intern	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt

## PURPOSE OF POSITION

The Communications Director provides strategic leadership for all church-wide communications, ensuring clear, compelling, and consistent messaging that supports the mission of seeing lives changed by Jesus. This role leads the development of communication strategies, oversees creative and digital channels, and partners with ministry leaders to effectively engage the church and community.

## JOB RESPONSIBILITIES

### Strategic Leadership

- Develop and execute a comprehensive communications strategy aligned with church vision and goals
- Advise leadership on messaging, priorities, and audience engagement
- Establish clear communication priorities and measure effectiveness

### Team Leadership

- Lead, coach, and develop a team of staff and contractors
- Foster a healthy, collaborative, and Christ-centered culture
- Provide clear direction, feedback, and accountability

### Ministry Partnership

- Collaborate with ministry leaders to translate vision into clear communication plans
- Build trust as a proactive and solutions-oriented partner
- Equip ministries with tools and templates that maintain brand consistency

### Communications Oversight

- Oversee all major channels including website, social media, email, print, and in-service messaging
- Ensure consistent voice, branding, and user experience across all platforms
- Lead storytelling efforts through video, digital content, and campaigns

### Project Management & Operations

- Oversee project workflows, prioritization, and timelines
- Implement systems that improve efficiency and team capacity
- Balance long-term planning with day-to-day communication needs

### Brand & Quality Control

- Maintain and develop the church's visual and verbal identity
- Ensure clarity, accuracy, and alignment in all communications

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<b>Data &amp; Growth</b>	
<ul style="list-style-type: none"> <li>• Use analytics to evaluate effectiveness and guide decisions</li> <li>• Continuously improve strategies to increase engagement and next steps</li> </ul>	
<b>EDUCATION</b>	
<ul style="list-style-type: none"> <li>• Bachelor's degree related to Communications and Marketing required</li> <li>• Master's degree in Communications, Marketing, or related field preferred</li> </ul>	
<b>EXPERIENCE</b>	
<ul style="list-style-type: none"> <li>• 5 + years of experience in communications and marketing in a large organization or church preferred.</li> <li>• Leadership experience managing staff and contractors in a creative or communications environment.</li> </ul>	
<b>SKILLS</b>	
<ul style="list-style-type: none"> <li>• A vital and growing personal faith in Jesus Christ.</li> <li>• Align with the vision, mission, and values of Church at Viera.</li> <li>• Strong strategic thinking skills with the ability to translate vision into actionable plans.</li> <li>• Familiarity with key tools: CMS/web platforms, email marketing tools, social media management tools, basic analytics, and project management software.</li> <li>• Working understanding of video production process (pre-production, filming, editing, delivery) and ability to collaborate with technical and creative personnel.</li> <li>• Ability to manage multiple projects and deadlines in a fast-paced environment while maintaining a gracious, servant-hearted posture.</li> <li>• Excellent communication skills (phone, written, and in person), with keen eye for detail.</li> </ul>	
<b>EXPECTED HOURS OF WORK</b>	
Schedule Expectations: Sunday – Thursday. with occasional special events, evening and weekend duties	
CAV hosts several large events (All Hands on Deck) throughout the year. These events are mandatory for all staff.	
<b>STAFF VALUES</b>	
<ol style="list-style-type: none"> <li>1. Gospel First - Lead with the hope of Christ</li> <li>2. Jesus Perspective - Look for those in the margins</li> <li>3. Contagious Passion - Set the tone and the pace</li> <li>4. Be Authentic - Be honest with yourself and each other</li> <li>5. Willing Sacrifice - You before me</li> <li>6. Believe Best - Cultivate trust through optimism</li> <li>7. Take Ricks - Grow stronger through failure</li> <li>8. Equip Leaders - Greater impact through multiplication</li> <li>9. Extreme Ownership - All in for CAV's mission</li> <li>10. Compassionate Conviction - Sharing truth and giving grace with a loving spirit</li> <li>11. Bring Joy - Don't forget to have fun</li> <li>12. Be Unified - Bring people together</li> </ol>	