

# CHURCH AT VIERA

Job Description Form



Job Title	Communications Director	
Reports To	Executive Pastor	Rev Date Approved: May 26, 2022

Level/ Grade	Type of position:	
	<input checked="" type="checkbox"/> Full-time	<input checked="" type="checkbox"/> Exempt
	<input type="checkbox"/> Part-time	<input type="checkbox"/> Nonexempt
	<input type="checkbox"/> Intern	

## PURPOSE OF POSITION

### Communications Director:

The Communications Director will give oversight to the development and execution of Church at Viera's brand and communication strategies. This role will manage all church-wide communication mediums that include print materials, digital media, social media, external marketing, advertising, and web applications. Each piece of communication will be intentional, clear, and effectively communicate who we are, what we do, and why we do it.

## ONE SENTENCE JOB DESCRIPTION

To inform and inspire the local church and outlying community about what is happening at Church at Viera.

## JOB RESPONSIBILITIES

### Responsibilities

- Establish and drive a multi-channel communications strategy for Church at Viera (CAV).
- Work alongside our ministry team leads to tell stories of life-change happening through CAV.
- Develop, prepare, and manage all communication materials church-wide through the following mediums: print materials, digital media, signage, social media, and web applications.
- Develop brand voice and maintain brand integrity across all platforms.
- Work with staff to create effective and intentional communication plans for their ministry, events, and social media.
- Meet/Communicate with team leads regularly to assess and strategize communication needs.
- Track engagement across various platforms and make data-driven decisions.
- Create and manage a budget for the communications team.

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<b>EDUCATION</b>		
<ul style="list-style-type: none"> <li>• High school graduate</li> <li>• Bachelor's degree preferred in marketing, communications, writing, or advertising</li> </ul>		
<b>EXPERIENCE</b>		
<ul style="list-style-type: none"> <li>• Working experience as communications specialist</li> <li>• Experience and knowledge in copywriting, proofreading, and editing</li> <li>• Excellent interpersonal skills</li> <li>• Experience in graphic/web design, content production, and photo and video editing skills are a plus</li> </ul>		
<b>SKILLS</b>		
<ul style="list-style-type: none"> <li>• Multi-Tasker - Ability to plan, prioritize and manage multiple tasks</li> <li>• Self-Starter - Ability to work independently to accomplish tasks without direction</li> <li>• Conflict-Resolution - Ability to deal with problems efficiently and effectively while maintaining good working relationships.</li> <li>• Demonstrated knowledge and proficiency with communications technologies</li> <li>• Understanding of copywriting, graphic design, layout, and publishing</li> <li>• Familiarity with social media platforms and social media marketing</li> <li>• Copywriting and copy-editing abilities</li> <li>• A vital and growing personal faith in Jesus Christ.</li> <li>• Align with the vision, mission, and values of Church at Viera</li> </ul>		