



Job Title: Director of Communication

Status: Full Time

Reports To: Lead Pastor

FLSA: Exempt

Job Summary:

The Director of Communication will be responsible for leading the Communication team. Lead and execute the Bethany promotion strategy. Will ensure accurate, effective, and timely communication and consistent branding within the Bethany Faith community. The Director of Communication is a brand ambassador for the church.

Essential Job Functions:

1. Oversee the planning and implementation of digital communication including but not limited to website, social media, and email correspondence to guests, members and the wider community.
2. Oversee the planning and implementation of print communication including but not limited to worship print, brochures, and additional branding content.
3. Oversee the planning and implementation of video production for use in all communication vehicles.
4. Oversee the planning and implementation of external promotion of the church to the wider community.
5. Audit department communications to ensure consistent branding and messaging across channels.
6. Coordinate IT within the staff to facilitate use of emerging technologies as they relate to ongoing and future communication strategic goals.

Knowledge, Skills and Abilities:

- Knowledge of strategic marketing communication strategies.
- Strong writing, editing, proofreading and verbal communication skills.
- Strong attention to detail and organizational skills.
- Strong technical background.
- Proficient in Microsoft Office and Adobe Creative Suite
- Solid understanding of good and bad design.
- Ability to hire, recruit and lead a team.
- Ability to manage multiple projects simultaneously, pro-actively communicating with staff and partners.
- Ability to be a team-player who can work effectively with other members of the church staff.

Education and Experience:

Bachelor's Degree in Communication, Marketing or related field and a minimum of three (3) year experience in Communications. Experience can be substituted for degree. Must have an active church membership.