

JOB DESCRIPTION



CHRIST CHURCH
EPISCOPAL

Job Title: Director of Strategic Marketing and Communications
Hours: 40 Hours per Week
Primary Job Location: Christ Church Episcopal, Greenville, South Carolina
Date Revised: November 20, 2018

Ministry Summary

Consistent with all other positions at Christ Church, the goal of this position is to enable others to obtain a closer union with God while engaging and equipping others to participate in the life of the church and empowering other staff to do the same.

The Director of Communications will collaborate with Clergy, Staff, and Lay leadership to execute the ministry goals and strategic plan for the Communications Department while working to achieve the Parish vision of creating and sustaining a “Joyful Community Sharing Life in Jesus Christ.”

The duties of the office will be performed with a focus on teamwork, creativity, service, communication, collaboration, and engagement with staff and parishioners alike to foster an environment of Christian service with an emphasis on ways to continuously improve.

Essential Job Functions and Primary Responsibilities

The responsibilities of the Director of Communications include but are not limited to:

1. Conducting a comprehensive audit of Christ Church communications and using the evaluation and findings to develop and execute a strategic communications plan for Christ Church.
2. Developing and executing an annual strategic communications plan for Christ Church, ensuring all appropriate communication vehicles are coordinated and used to effectively communicate the mission, vision, and values of Christ Church.
3. Overseeing the design, development, and implementation of a new website for the parish.
4. Working collaboratively with staff members to ensure that the strategic communications needs of the parish are being met and standards upheld in all published/printed/distributed communications pieces.
5. Working collaboratively with local resources including marketing companies, PR firms, website developers, etc. for ongoing brand and marketing support.
6. Generating, writing, and editing stories and developing content for printed materials, blogs, and social media.
7. Coordinating the creation, development, editing and publishing of all printed and digital materials including but not limited to:
 - Weekly Community News bulletins
 - Monthly bulletin inserts
 - Weekly e-blasts
 - Vestry Booklets
 - Monthly Calendar
 - Banners
 - Event promotion materials
 - Annual Report
8. Developing and managing the Communications Department budget.

9. Monitoring the efficiency, effectiveness, and impact of communications initiatives and making necessary adjustments.
10. Collaborating with the Executive Leadership Team, ministry areas leaders, and Vestry members to ensure all marketing and communications materials reflect the vision, mission, and values of the parish.
11. Collaborating with all ministry areas to create an Annual Report.
12. Highlighting parish outreach efforts by working with ministry areas and non-profit partners to share examples of Christ Church's comprehensive impact locally and abroad.
13. Coordinating the maintenance and upkeep of Communications Department equipment including computer and copies.
14. Ensuring the Communications Department is continually stocked with necessary supplies including toner, special paper, cardstock, etc.
15. Supervising Communications Department Staff and Overseeing:
 - The development of a social media plan to include Facebook and Instagram platforms.
 - Tracking social media traffic and growth
 - Managing all website related updates including content, design, and functionality, and ensuring the maintenance of a relevant and valuable online presence.
 - Editing audio file from weekly services for upload to website.
 - Ensuring photos are taken at various parish-wide events.
 - Designing and producing ministry videos for the parish.

The duties outlines above may be changed or altered as parish or departmental needs evolve and/or at the discretion of the Rector and/or his designees.

Reporting Relationships

This position reports to the Rector.

Other Key Relationships

Internal: Rector, Resource Development Staff, Communications Staff, Church Staff, Vestry, Parishioners

External: Communications office vendors, local media outlets, community tourism agencies, website hosting company, Redmond Imaging, FastSigns (banners), Sharp (copier/toner), PTG (tech support)

Required Competencies

- Proficient in Adobe Create Suite (primarily InDesign)
- Proficient with social media platforms and applications (Facebook, Twitter, Pinterest, Instagram, Google+, LinkedIn)
- Copyediting Skills
- Photography Skills
- Strong oral, written, presentation, and interpersonal communication skills
- Computer literate with knowledge of MS Office, and the ability to learn software quickly

Required Minimum Education and Experience

- Bachelor's degree in related field
- At least three years of related professional experience
- Experience in Leadership, Management, and Supervision

Personal Qualities

- Lives into his/her faith
- Loyalty and passion for the vision, mission, and values of Christ Church
- Self-motivated, dependable, organized, detail-oriented and able to prioritize, plan and manage multiple tasks
- Ability to complete assignments within established deadlines
- Excellent verbal and written communication skills
- Excellent interpersonal skills and collaborative management style
- Excels at operating in a fast-paced, diverse community environment
- Excellent people manager, open to direction and commitment to getting the job done
- High comfort level working in a fluid and constantly changing environment
- Strong adherence to confidentiality and managing sensitive information

Application Process

Interested applicants should contact Kiley Miller, Director of Human Resources, at (864) 271-8773 or kmiller@ccgsc.org.