

POSITION DESCRIPTION – COMMUNICATION DIRECTOR

Southbrook Church is located in Franklin, Wisconsin. Our mission is to help people connect and grow with God. Our core values are to grow spiritually, serve graciously, and live generously. We are looking for a man or woman to join our staff team as our Communication Director.

This is a part-time position (24 hours per week) that reports directly to our Pastor - Operations. This person will spend significant time with our Lead Pastor, Worship Pastor/Director and all the staff.

The person who fills this position will be:

- Growing in their Christian faith and character,
- Willing to serve within the doctrinal commitments of the Church,
- Committed to the mission and values of the Church.

OVERALL DESCRIPTION:

The Communications Director exists to lead, provide oversight, and perform all duties of church-wide, and ministry specific, communications, social media, graphics & design, and marketing.

SPECIFIC RESPONSIBILITIES:

- Lead and provide oversight for church-wide marketing and communications. This will require a firm understanding of the beliefs, values, and strategy of Southbrook Church and the ability to align staff, key leadership teams, and participants with its mission, vision, and values.
- Oversee teams and processes that serve/produce: print design, graphic design, website, email, social media, digital communication, marketing, public relations, branding, videography, and photography.
- Develop and provide leadership to teams who develop and create content.
- Create in-house graphic designs.
- Act as project manager with contracted designers and/or design graphics.
- Order print materials and signage as needed, develop and maintain relationship with local vendors.
- Manage Southbrook's external website.
- Create and send Southbrook's weekly email and manage distribution list.
- Create content and post to social media platforms.
- Ensure Southbrook and its ministries are consistent with brand style guidelines and messaging.
- Lead efforts in video storytelling (script writing/storyboarding and distributing).
- Oversee content displayed on TV monitors throughout the facility and Sunday morning service slides.
- Determine Sunday announcements (stage and video)
- Collect Communication Requests from event and ministry leaders and develop communication plans to meet their needs
- Prioritize and categorize levels of promotion for each event

GENERAL:

- Experience required in a related area. Associates degree and above preferred.
- Participate in weekly staff meetings and occasional offsite retreats.

- Serve as part of Southbrook staff team.
- Develop a plan for continuing education and professional development.
- Proficient skills in computer hardware and software including Microsoft Suite.
- Strong work ethic, able to work a flexible schedule.
- Takes initiative and is driven by excellence and creativity.
- Ability to teach and train with patience and clear direction.
- Ability to mobilize and multitask.
- Must be a teachable self-starter.