



Communications Director

Purpose

The Communications Director manages the flow of communication, develops communication and marketing content, and oversees Fifth's communication plan, strategies, and tactics.

This is a part-time position (20hrs/wk) reporting to the Office Manager.

General Expectations

- Maintain a vital and growing relationship with Christ through the exercise of basic Christian spiritual disciplines including prayer and meditation on scripture.
- Demonstrate a high level of moral integrity understanding that personal conduct impacts the larger work and witness of the church.
- Collaborate with staff and lay leaders in advancing the mission of Fifth Church.
- Communicate in a friendly, positive, and effective way that facilitates forward progress.
- Maintain appropriate confidentiality regarding sensitive information.
- Uphold a vision for the church office that welcomes, encourages, and supports people (staff, congregation, and guests).
- Agree to, and abide by, the Staff Team Covenant.

Responsibilities

Manage Communication Flow

- Responsible for creating concrete plans to enhance communication along three lines: 1) Outward – from staff to congregation and/or community, 2) Inward – from congregation and/or community to staff, and 3) Lateral – within the congregation. These plans will be successful if they remove barriers that keep people from connecting and help make the church feel more like family.
- Develop and implement an overall communication plan.
- Develop, oversee, and maintain a master communication calendar and communicate dates and deadlines to staff.
- Create opportunities to tell stories of what God is doing in the lives of people at Fifth.

Develop Communication and Marketing Content

- Web
 - Manage all aspects of Fifth's website ensuring timely and appropriate content.

- Manage and maintain audio and video file archives and downloadable documents, including managing of podcast and livestream video platforms.
- Monitor success through an established set of metrics and information from Google Analytics and suggest alterations to site to improve audience engagement/connection.
- Ensure Fifth maintains an effective presence on the web including accessible style, SEO, and Google Search tracking.
- Manage any web marketing we might do through Google Adwords or any other platform.
- Assist the pastoral team in technology around blogs, eNews, and other web communication opportunities.
- Lead Fifth's interaction with outside web vendors, i.e. website development, website hosting, domain hosting, etc.
- Church App
 - Manage all communication aspects of Fifth's mobile app ensuring timely and appropriate content.
 - Lead the staff in how to best utilize this vehicle and for what types of communication.
- Brand Management
 - Monitor the look, vibe, and feel of all print and digital material representing Fifth to ensure a consistent experience across touch-points and platforms.
 - Establish and monitor accountability for the appropriate use of logos and images that represent Fifth.
 - Establish and implement a style guide to use in outward communication.
- Print
 - Develop brochures, signage, surveys, direct mail pieces and other print communication ensuring consistency with our mission, brand, and style.
 - Oversee any out-sourced graphic design to ensure the same.
- Promotions
 - Create communication strategies and content to market, inform and promote teaching series, large events and other campaigns as assigned.
 - This includes working with the Lead Pastor and Worship Arts Director to develop the visual look associated with each teaching series, including the development of media files appropriate for digital and print platforms.
- Social Media
 - Create a social media presence for Fifth including but not limited to Facebook, Instagram and Twitter.
 - Manage on-going social media strategies and messaging with the goal of building followers on those platforms.
- Visual Design
 - Lead the graphic design process for all communication materials with a high standard of creativity and excellence.
 - Network with volunteer artists & designers who might help in graphic design.
 - Negotiate and manage any outsourcing of graphic design to visual art contractors.

Qualifications

- Ability to work in both a self-directed manner and as part of a collaborative team
- Ability to take initiative and meet weekly priorities with minimum supervision
- Ability to manage multiple projects simultaneously
- Excellent copywriting skills
- Strong knowledge of professional correspondence, communication protocol and etiquette
- Comfortability and skill with multiple digital and social media platforms
- Ability to manage relationships with vendors

To Apply

- Please direct a cover letter and resume to resumes@fifthrc.org, and our HR Team will be in contact soon.