Job Description and Qualifications

JOB TITLE:	Director of Communications
DEPARTMENT:	Communications
CLASSIFICATION:	Full-Time (40 hours/week)
POSITION STATUS:	Exempt, not eligible for overtime
REPORTS TO:	Pastor Larry Hackman
DATE:	September 2014

PURPOSE:

The Director of Communications oversees all areas related to communications in addition to audio visual capabilities. As an administrative support function, Communications interacts with all levels of staff in the organization and therefore requires a high degree of collaboration and team work. Together with their team, ensures that marketing and promotional pieces meet the needs of the ministry programs and the Congregation.

Primary Duties

- Oversees Communications and provides leadership to CHPC in all areas of marketing, communications, social media, and some audio visual needs.
- Creates, implements and evaluates CHPC's communications plan to provide support in educating and informing the congregation and the community.
- Protects and maintains the CHPC brand by providing marketing guidelines and practices.
- Identifies and implements appropriate communications vehicles to create momentum and awareness of CHPC programs and ministries.
- Collaborates with all Staff to meet their needs and identify opportunities to help programs and ministries thrive through various media channels with proper audio visual support.
- Manages the CHPC website and continually updates and improves based on organizational need and industry trends.
- Oversees all print and multi-media marketing design and materials; ensures they are consistent with the CHPC brand identity and that they achieve desired outcomes.
- Leads Communications volunteers and staff and provides coaching, mentoring, guidance and feedback to support professional development and encourage collaboration with all staff.
- Develops and maintains the Communications budget.

KNOWLEDGE/SKILLS:

- Personal faith in Jesus Christ and a theology consistent with the mission of Chapel Hill Presbyterian Church
- Highly collaborative with the ability to identify alternate solutions when necessary
- Excellent writing/editing and verbal communication skills
- Ability to work with a diverse group of individuals, all with different knowledge levels
- High attention to detail
- Ability to be flexible within guidelines and processes
- Ability to handle multiple projects, oftentimes with tight deadlines

- Knowledge and familiarity with Adobe Creative Suite and other creative software (Final Cut Pro, ProPresenter, etc.)
- Knowledge and familiarity with technical audio and video equipment

EDUCATION/TRAINING:

- Bachelor's Degree preferred, but not required
- Minimum 3 years experience in communications or AV with a strong focus on marketing
- Preferred experience overseeing a marketing, communications or AV team