



COMMUNICATIONS DIRECTOR

JOB TITLE: Communications Director

JOB DESCRIPTION:

To inspire the people of Athens to engage with the mission of Athens Church.

REPORTS TO: Service Programming Director

KEY ATTRIBUTES

- Above reproach; mature in Christ-like character
- Highly organized, detail oriented, & systematic
- Strategic thinker who is gifted at executing tasks
- Strong communication skills—written, visual, & interpersonal
- Manages time & tasks effectively
- Motivated to learn & teachable
- Graphic design experience with proficiency in Adobe Creative Suite
- Experience in Google Suite (Sheets, Docs, Drive) and Microsoft Office (Word, Excel)
- Video editing experience is preferable
- Highly values excellence

RESPONSIBILITIES:

Lead communication strategy & philosophy

- Develop & implement an integrated, organization-wide communications plan
- Lead the brand/marketing/public relations strategy
- Manage systems and processes of digital content across all platforms

Lead & execute communication systems

- Create visually engaging digital assets for various platforms
- Create written & visual content for social media, web, emails, print, & stage hosts
- Lead design & content development for print pieces
- Create efficient systems for cataloging digital content
- Recruit & lead contractors & volunteers to capture & create digital content, including photos, videos, & graphic design

Create a dynamic social media experience

- Produce attractive, engaging, & encouraging content to connect with audiences
- Build a daily presence on our social channels to increase audience engagement
- Manage & lead social media accounts & make personal connections with guests
- Tell stories via social media & curate content
- Post select video/audio content on YouTube, podcasts, & digital platforms

Champion our AthensChurch.com website & the Athens, I Love You® brand

- Lead design elements & manage content/media updates for our website
- Maintain digital bulletin & all digital platforms with updated content & copy
- Research & lead on special marketing opportunities
- Promote the Athens, I Love You® brand through all platforms

Improve organization-wide communication philosophy and strategy

- Collaborate on best practices for organization-wide communication philosophy
- Develop on-going brand, marketing, & public relations strategies
- Promote regularly through email updates with our attenders
- Execute on our organization-wide communications plan
- Manage the master calendar & assist departments in developing strategies

WORK SCHEDULE: Full-time, 40 hours/week (Sunday-Thursday)