



Title: EXECUTIVE DIRECTOR – Communications Director	
Department: Communications & Worship	Supervisor Title: TBD
Hours/Week: FT	FLSA Status: Exempt
Benefit Eligibility: Full Benefits	Job Class: FT
Schedule: TBD	Location: Redeemer – Encinitas, CA

SUMMARY

The Director of Communications will plan, manage, and implement effective communication strategies that advance the vision and values of Redeemer. This position will be a critical leader of the Redeemer brand, taking point on internal and external communication and overseeing design to ensure health, alignment, and missional success from the inside of Redeemer out.

RESPONSIBILITIES

Leadership and People Management

- Recruit and manage all communications volunteers, contractors, and outside vendor relationships.
- Collaborate with the Worship Dept. to ensure messaging from stage, media, and print in weekly worship services is consistent with Redeemer’s values, brand, and priorities.
- Partner with ministry directors to ensure strategic priorities are supported with consistent, clear, and effective communications.
- Develop a communications plan for each new message series and/or special Sunday services.
- Oversee and manage independent contractors and/or agencies for creative services.

Communication & Marketing Strategy

- Design and manage a comprehensive communication strategy across all distribution channels that helps Redeemer achieve its mission and goals.
- Develop, manage, and implement a system of workflow and project-management for all communications requests (e.g. – creative, promotion, video, etc.).
- Engage in ongoing ROI and effectiveness assessment for all marketing & communication initiatives and update strategies accordingly.
- Work with Sr. Pastor and Executive Team on strategic communication projects, ghost writing, social media, and personal brand coaching when necessary.
- Oversee all marketing communications including branding, public relations, advertising, social media, market research management, and digital content.
- Ensure all content used to promote and represent Redeemer is reviewed and reflects our values and brand identity.
- Ensure communication practices at all campuses remains consistent with Redeemer’s values, goals and church-wide ministries.



- Develop a story-telling system that identifies, collects, and tells compelling stories that illustrate Redeemer's mission in action.
- Create a digital strategy of conversion that distributes tailored content across digital platforms resulting in increased decisions for Christ and retention/engagement in Redeemer's community life.
- Provide oversight to all aspects related to improvement and maintenance of Redeemer's website and any other online or digital media platforms.

QUALIFICATIONS

- A dynamic walk with Christ and participation in his mission in the world.
- Familiar and aligned to PCA theology and governance.
- A minimum of 5+ years in church leadership in communications related role.
- High self-awareness with an ability to "read" others and the way they are perceived by them.
- An ability to influence, build relationships, and foster the relational development of others.
- Effective planning and organizational capacity with strong execution and follow-through skills.
- Can manage multiple projects simultaneously and make sound decisions.
- Aware of popular culture as well as the trends and movements that impact brand, marketing and communications.

CULTURE EXPECTATIONS

- Character: Constructive attitude, genuine humility, spiritual vitality, and teachable character.
- Competence: Adaptable, mission focused, coachable, and results driven.
- Chemistry: Emotional intelligence, self-awareness, collaborative, and a good culture fit at Redeemer.

POSITION REQUIREMENTS

- An active participant in the ministry of Redeemer Presbyterian Church.
- An ability to recognize and maintain confidentiality.
- Demonstrate Christ-centered behavior by treating people with dignity, respect, and compassion.
- Attendance at all mandatory meetings and events including Sunday services.
- Computer literate, including website and social media platforms.
- Must be able to lift 25+ pounds and get up and down off the ground without too much discomfort.
- This position requires some travel, overnights and a flexible schedule to respond to ministry needs.