



Title: EXECUTIVE DIRECTOR – Weekend Experience & Communications	
Department: Executive Team	Supervisor Title: Senior Pastor
Hours/Week: Full Time	FLSA Status: TBD
Benefit Eligibility: TBD	Job Class:
Schedule: TBD	Location: Redeemer – Encinitas, CA

SUMMARY

In partnership with the Senior Pastor and Executive Team, the Executive Director of Experience and Communications supports the mission of Redeemer by providing strategic leadership and integration across all of Redeemer’s Worship, Guest Experience, Production, and Communications teams ensuring alignment and effective messaging from weekend worship services to all of Redeemer’s internal and external communication mediums and channels.

This position requires a strategic leader with skill in digital communication strategies, brand development and management, as well as experience leading creatives and creative teams in a large church context (1500+ average weekend worship).

RESPONSIBILITIES

Communications

1. Work with staff and volunteer ministry leaders to define and articulate ministry priorities so that communication to Redeemer’s internal and external audiences is clear and compelling.
2. Develop a robust understanding of the external target audience Redeemer is best positioned to reach and the implications for how Redeemer communicates across all channels.
3. Lead and manage the Creative Services Team (staff / volunteer / contractor) that designs and builds print, digital, and video assets, including our collaborative storytelling process.
4. Be a student of culture and stay aware of new trends in communications, appropriately integrating them into Redeemer’s brand and communication paradigm.
5. Architect and oversee an effective digital strategy including web, apps, and social media strategies and effective analytics to measure impact.
6. Oversee the creation of all print collateral, ensuring it is strategic, purposeful, from creation to distribution.
7. Assist the Pastoral Team in creating copy for blogs, promotions, video scripts, etc.
8. Ensure the general Redeemer brand is aligned and effective from identity to experience to services & products.
9. Oversee the working relationship and workflows for the weekend worship experience content (slides / videos / etc.)
10. Working with the Executive Team, manage all PR and Media relations for Redeemer.
11. Lead the process of Strategic Calendaring, developing a prioritized calendar of all ministry activity that allows for effective internal and external communication.
12. Provide point leadership to our technical equipment and teams from both IT and production.



Worship & Production Arts

1. Ensure there is healthy communication and feedback between all divisions of Worship Arts.
2. Facilitate a creative process for new message series that explores creative ideas and brings multiple perspectives together in order to execute on the Pastoral team.
3. Oversee the technical and production teams (IT, AVL, etc.) to ensure they create an experience each week that hits on all of Redeemer's values.
4. Execute a weekly review and feedback process for worship and other major events so notes are captured and reviewed.
5. Ensure systems are in place for recruiting, equipping, and developing volunteers.

Guest Experience & Engagement

1. Provide point leadership and direction to the Welcome Coordinator and guest services ministry volunteers.
2. Architect effective strategies for engagement with clear messaging that tie-in with programs designed to increase awareness and deepen engagement and partnership with Redeemer's mission.
3. Attend and/or lead trainings that develop volunteers across all of Redeemer's weekend experience volunteer ministries to ensure consistency and alignment with Redeemer's mission and values.

QUALIFICATIONS

- A dynamic walk with Christ and participation in his mission in the world.
- A Bachelor's degree is required; however, a Master's degree is preferred.
- Familiar and aligned to PCA theology and governance.
- A minimum of 5+ years in church leadership with hands-on team development in a church of 1500+ avg. weekend worship.
- High self-awareness with an ability to "read" others and the way they are perceived by them.
- An excellent communicator with demonstrated executive presence on, and off, the platform.
- 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, complex decisions while maintaining appropriate confidentiality.
- Aware of popular culture as well as the trends and movements that impact contextual ministry in an increasing post-Christian setting.

CULTURE EXPECTATIONS

- Character: Constructive attitude, genuine humility, spiritual vitality, and teachable character.
- Competence: Resilient flexibility, customer focused, and results driven.
- Chemistry: Relationally intelligent, works collaboratively, and shared commitment to vision of 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 unless special permission is given.
- 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.