



<b>Title:</b> Communications Director	
<b>Department:</b> Communications & Worship	<b>Supervisor Title:</b> TBD
<b>Hours/Week:</b> FT	<b>FLSA Status:</b> Exempt
<b>Benefit Eligibility:</b> Full Benefits	<b>Job Class:</b> FT
<b>Schedule:</b> TBD	<b>Location:</b> 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.