

JOB DESCRIPTION

Director of Communications



Employment Status: 36 hours/week

Reports to: Pastor over Communications

Benefits: per Employee Handbook

Job Summary

Oversee and implement strategic communications for Salem Church. Collaborate with the Creative and Pastoral Teams to align with church messaging, vision, and goals. Coordinate within all ministry areas for cohesive and clear communication. Maintain and grow Salem's social presence and networks. Curate content that is cohesive with the culture of Salem Church and engages new and existing followers. Develop and build brand recognition and new social marketing campaigns. Manage all digital and print content in partnership with the Pastor of Worship Arts. Requires an energetic, dynamic, innovative, creative and personable individual who has a growing relationship with Jesus and is passionate about community building through communications.

Expectations

- Staff is expected to maintain confidentiality and respect in all forms of communication.
- As members of the church body, employees may choose to volunteer in capacities that are not part of their job description.

Leadership Responsibilities

Vision & Team Building

- Co-lead vision and overarching communications strategy development
- Help develop and implement branding strategy
- Build and lead teams relevant to Communications

Administration

- Create engaging written and visual content for all mediums
- Develop and manage all aspects of the Communications budget
- Execute weekly digital newsletters, website updates, and ongoing communications
- Serve as the primary liaison with contractors (video, graphics, web) and other outsourcing agencies driving project details and deadlines toward quality and on-time completion
- Coordinate communications strategies across ministries to align with branding standards

Social Media

- Maintain active and ongoing social presence that includes posting as well as replying to comments and inquiries
- Plan social media advertising strategies including paid boosts, video scripts, and campaigns
- Monitor web analytic tools to review success of campaigns and develop ways to improve
- Develop online interaction and engagement for all content including Sunday morning online campus

Preferred Skills/Experience

- Degree in communications, media or related field, and at least 2-4 years experience in Communications
- Excellent verbal and written communication skills
- Ability to write captivating copy/captions
- Graphic design skills to create basic flyers, postcards, etc.
- Working knowledge of Adobe's Creative Cloud Suite – especially Illustrator, InDesign and Photoshop
- Responsive and proactive planner, managing multiple projects simultaneously
- Highly adaptable, receptive to feedback and change

To apply for this position, please send a resume to jobs@salemchurch.org