

PRIMARY PURPOSE + FUNCTION

The Communications Director will set and guide the strategy for all visual and written communications—including print, digital, website, social media and public relations messages that are consistent to the vision, mission values and brand. The Communications Director will ensure that all communications and implementations uphold the brand and engagement with the current community as well as collaborating with leadership to expand the engagement and financial support of the Mars Hill community. The Communications Director will work closely with the Executive Leadership Team [ELT] as the communications partner on a variety of strategic initiatives.

QUALIFICATIONS + EXPERIENCE

Mars Hill is seeking an accomplished Communications Director who has at least 5 years of communications experience, ideally in an “in-house” leadership role within a complex [number and variety of constituents] nonprofit/church entity, and covering areas such as website content, print, electronic and donor communications. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical.

- A worldview that is aligned with the vision, mission, directions, and narrative theology of Mars Hill
- Outstanding interpersonal and customer service skills
- Demonstrated ability to set priorities, organize workflow, and solve problems
- Experience developing and implementing communication strategies
- Excellent writing/editing and verbal communication skills
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
- Relationship builder with the flexibility and finesse to “manage by influence”
- Strong leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
- Expertise working with various computer and cloud-based applications including InDesign, Wordpress, etc.
- Ability to exercise initiative and sound judgment and respond appropriately under a variety of conditions
- Proven skill in project management with the ability to prioritize and handle multiple and simultaneous demands
- At least 5 years of relevant experience, preferably in a church or nonprofit organization
- A degree in communications, web development [preferred not required]

RESPONSIBILITIES

- Develop, implement, and evaluate the annual communications plan [strategy, rationale, courses of action] across the church’s audiences in collaboration with team members and church community members
- Lead the generation of online content that engages audience segments and leads to measurable action; decide who, where, and when to disseminate
- Put communication vehicles in place to create momentum and awareness as well as to test the effectiveness of communication activities
- Manage the development, distribution, and maintenance of all print and electronic collateral including the website and its ancillary communication systems
- Provide excellent internal communications to staff, Elder Board on pertinent information & plans
- Mentor and lead team members, volunteers, contractors involved in communications which includes writers, designers, web developers, production vendors, photographers and videographers
- Coordinate webpage design, functionality and maintenance—ensuring that new and consistent information [article links, stories, and events] is posted regularly and “pushed” to target audiences

- Oversee social media strategy, implementation and metrics; assure that the church's social media presence is fully realized and stays current with cultural trends
- Provide support for event materials and collaborate with staff to provide a positive brand experience for event participants – both attendees and visitors.
- Coordinate and manage aesthetics and facility signage, wayfinding and visual aspects that reflect the brand and the brand experience
- Assist and implement writing, design and production aspects as needed or assigned.
- Gauge and assist in software and cloud-based systems that support or connect to communications; this includes social media systems, email communications, event registration systems and database functionality and integration on communication elements
- Manage all media contacts

POSITION DETAILS

Team Leader: Director of Operations

FLSA Status: Salaried, exempt

Position Status: Full-time [40-45 hours]

Office Hours: M, T, W, Th; 8am-5:30pm, and other unscheduled times