



COMMUNICATIONS DIRECTOR

REPORTS

Reports to: Marketing Director

Direct Reports: SM Coordinator, NextGen Communications Coordinator

PURPOSE:

This isn't just a job, it's a calling. Cross Point needs a Communications Director, responsible for overseeing all information being shared internally and externally. This position will be responsible for the organization & strategy behind the deployment of content across mediums and platforms for all Ministries and Campuses. This leadership role will also need an individual capable of overseeing a team of staff and volunteers, to further Cross Point's mission to help people find and follow Jesus.

EXPERIENCE:

- Partner with ministries and campuses; proactively develop strategies to clarify and communicate the daily messaging of the church, meeting and liaising with them to create plans that grow engagement and develop relationships within specific audiences
- Identify and develop the Cross Point internal 'comms voice' and external 'marketing voice'. Grow intuition about when to deploy each and how to build collateral for campaigns that adopts both
- Maintain Communications Strategy, creating consistency in messaging across ministries and Campuses. Support Marketing Director in the deployment of Marketing Strategy.
- Recruit and manage a communications support team, relying exclusively on staff, intern and volunteer talent to support the development and execution of the Communications Strategy. Providing guidance and feedback to others.
- Proficient in writing/editing, design, communication, strategy and multi-tasking. Preferably with a college degree relevant to the above, and with knowledge of Adobe Creative Suite
- Humble, honest and teachable leader with a servant's heart

RESPONSIBILITIES:

- Oversee all copy intended for public, in alignment with the strategic communications plan
- Produce ideas for promotional events or activities and organize them efficiently
- Oversee digital and in-person content, including but not limited to: digital communication platforms (social media, website, email, text, etc.) and physical communication platforms (print pieces, stage communication, etc.)
- Create and launch press releases and marketing campaigns; actively cultivating press relationships and managing relationships with any communications-related contractors or consultants.
- Maintain grace and poise under pressure, being a humble and honest leader with a servant's heart

ADDITIONAL

- Able to thrive in fast-paced environment with a highly collaborative approach to work and creation
- Team-player capable of fostering relational influence
- Must be highly adaptable and possess great time management skills
- Proficient in organizing multiple, ongoing projects
- Accurate in coordinating key resources (time, money, people)
- Capable of delegating tasks to both volunteer and contract team members