



Job Title: Communications Director
Reports To: Senior or Executive Minister

Updated: 10/30/2024
Department: Support Staff

Summary Description: The primary responsibility of Oakwood's Communications Director is to lead in the creation of materials, systems, and strategies for all church communications. The broad scope includes announcements, social media, graphic design, videos, website, printed materials, email newsletters, church app, curb sign, internal signage, external and internal promotions, and more. The Communications Director also coordinates the planning, implementation, and evaluation of the church's communications efforts. Knowledge in Canva and Adobe as well as Microsoft Office or Google Apps is a must for this position.

Performance Competencies & Accountabilities:

1. Serve as the church's brand manager, responsible for safeguarding how the church's brand is portrayed in all communications. Help with adherence to our Oakwood branding guide.
2. Create and implement a tiered communication strategy.
3. Creating great content & publishing it to all church social media accounts. Strong knowledge of social media best practices is a must.
4. Oversee the design, development, and production of printed and digital materials/media including the weekly bulletins, brochures, posters, signs, social media, weekend service slides, etc.
5. Coordinate with ministries to keep information current and accurate on the website, in the Oakwood app, and on the front curb digital sign.
6. Recruit, train, and lead a team of volunteers to help capture content (pictures and videos) at all church worship services and events.
7. Help create and produce all church marketing materials.
8. Create a system of quality control for all communications.
9. Ensure all signage and wayfinding are communicating what we need to our people within the brand framework.

Computer and Business Machine Skills Required:

1. Canva or equivalent program for graphic design and publications development and production.
2. Proficient in MS Office and/or Google Apps.
3. Preferred experience with video and presentation software (Pro Presenter)
4. Knowledge of office equipment such as: computers, copiers, printers, folding machines, laminators, etc.
5. Ability and flexibility to work on multiple projects at once.

*Other duties as assigned by Executive Minister or Senior Minister.

Personal Qualifications:

- A mature Christian who is growing in a vibrant relationship with Jesus Christ.
- Friendly and professional countenance.
- Discreet with sensitive information.
- Strong written communication and project management skills.

- Attention to detail, accuracy, clarity, and commitment to excellence in all communications. This includes on the phone, in person, to the congregation through print and digital, on email, and redundant communication between staff.
- Teachable spirit that is able to take direction and input on projects to achieve a desired end result.
- Team player, willing to do whatever it takes to accomplish the mission of the church.
- Someone who loves helping our church ministry staff and volunteers accomplish the mission and achieve their goals in ministry by doing their part as a supportive role.

Pay/Hours/Expectations:

- Pay will be commensurate with education & experience. A job review will be conducted at least annually. Working office hours are Monday-Thursday 8:30AM-4:30PM and Friday 8:30-Noon. This position will require 20-30 hours per week with reasonable flexibility. More work hours may be assigned as needed usually seasonally. Some work on Sundays or evenings and at special events may be required throughout the year as needed/assigned. Anything over 40 hours worked in one calendar week will be paid at time and a half, with prior approval from the Executive Minister/Senior Minister. Vacation time, sick leave, and other benefits are offered in accordance with the employee handbook.