



Position: *Communications Director*

Who We Are:

Redeemer is a Gospel-Centered, Missional Family located in Midland, Texas. Our church launched in 2016 and is located at 3601 N. Lamesa Rd. Sunday services at Redeemer are designed to get the gospel in front of visitors and fuel believers for the work of ministry that happens outside the church walls every other day of the week. We want our services to be welcoming, our worship to be God-centric, our teaching to be gospel-filled, and every person who leaves to know the truth of the gospel and that it means something for their life.

Main Purpose of Role:

The Communications Director is responsible for communicating the vision, mission, values, and culture of Redeemer through various channels, print, and in-person events.

Reports to: Executive Pastor

Essential Functions:

- Strategize and implement a comprehensive social media plan supporting church-wide events, initiatives, and ministry-related activities
- Maintain and improve the Redeemer marketing brand
- Partner with and consult the design firm on video, graphics, and more. Engage in quarterly calls with our account manager to ensure quality and that the Redeemer brand is upheld
- Oversee and approve all graphic design work
- Edit all content that Redeemer sends out (emails, artwork, social media posts, etc.)
- Oversee the Redeemer Story Team
- Identify stories of life-change by working with various staff and help tell these stories
- Write announcements for the weekly service and the weekly email
- Maintain the upcoming events list on the church website
- Consistently evaluate & update the church website to increase engagement and ensure accuracy of content
- Oversee the communications request process, having strong communication pathways with ministries to ensure projects meet deadlines and ministries are supported through physical deliverables and the marketing/promotion process
- Assist in the planning process for Easter and Christmas events, design, and promotions
- Track Google Analytics, engagement rates, and more to produce a strategic communications plan across website, email, and socials
- Oversee the staff's Google calendar
- Lead the photography team to capture Sunday services, baptisms, baby dedications, and other ministry events
- Evaluate and improve communication strategies for volunteer recruitment, serving teams and church-wide outreach across all ministry areas of the church

- Edit and upload pictures for the historical Redeemer database
- Work with the women's ministry team to create the Summer Bible Study book
- Work with ministries to create Easter or Christmas devotional books when applicable
- Create or ensure all building (internal and external) signage upholds Redeemer branding
- Work with the Production Director to provide the correct slides for each Sunday service and the rolling announcement slides
- Work with the executive team to write and send ad hoc emails for church awareness, announcements, or updates
- Host "Calendar" meetings in May & November to plan January-June and July-December for all ministry & church-wide events
- Assist in the onboarding process for the Redeemer brand guide, communication request process, Slack, and Asana
- Work with ministries to order all print materials to ensure quality and delivery dates
- Help cultivate resources available throughout the church building (lobby, Worship Center, etc)
- Update the staff webpage, coordinate headshots, and ensure job titles and pictures are up to date
- Engage in an "apprenticeship" model of discipleship and ministry, inviting others to work alongside you to develop them as leaders in the ministry
- Network with others in similar roles at other churches to develop relationships and learn new best practices
- Act as a resource to other ministry departments to achieve consistent terminology and branding
- Oversee and stay within the annual budget
- Work on Sunday mornings in your comms role at the Welcome Desk and oversee your volunteer team
- Set annual goals for the Communications team that are in line with our vision and mission
- Be open to change and the shifting of responsibilities as growth and ministry develop
- Serve the church as an active Covenant Partner and active participant of a Community Group

Qualifications/Experience:

- Bachelor's degree is preferred
- Experience in recruiting, training, and team building with volunteers
- Strong manager with effective collaboration experience; able to unify while avoiding friction or tension; a developer of people

Personal Characteristics:

- Displays personal integrity and intimacy with God
- Is a daily student of the Bible, intentionally putting its teachings into action
- Is an example of Christ through humility, by demonstrating a teachable spirit, and by working well with others
- Demonstrates love and respect for others
- Humbly leads and mentors others
- Fully believes in the mission and vision of Redeemer as a Gospel-Centered Missional Family ● Love for Jesus and a desire to see lives and communities changed by the gospel
- Loves working with people, groups and serving teams