



Job Title: Communications Director
Department: Experience
Directly Reports To: Experience Pastor
Location: Central office
FLSA Status: Exempt
Work Schedule: Full Time

Position Summary

The Communications Director provides strategic leadership and oversight for all communications across Journey Church. This role ensures that every message—whether digital, print, in-person, or visual—reflects the heart of our mission, advances our vision, and impacts people with the gospel. The Communications Director leads and develops a team of staff and volunteers, serving every ministry with excellence while maintaining brand consistency, maximizing reach, and supporting the mission of Journey Church.

Essential Duties and Responsibilities

The Communications Director is required to perform a range of duties including, but not limited to:

Leadership & Strategy

- Serve as the lead point of contact for all communication needs across Journey Church.
- Provide vision, strategy, and leadership for the communications team to ensure effective support of church-wide initiatives and departmental needs.
- Build and maintain strong collaborative relationships with ministry leaders, ensuring communication strategies align with ministry goals, target audiences, and church mission.
- Anticipate future communication needs, proactively preparing strategies, timelines, and resources.
- Evaluate emerging tools and methods to keep Journey's communication efforts innovative and effective.

Campaign Oversight

- Direct the planning, development, and execution of church-wide and ministry-specific campaigns.
- Guide ministries in shaping strategies for events, initiatives, and operational needs.
- Present recommendations, negotiate timelines, and secure alignment between ministries and the communications team.
- Ensure campaigns are executed on time, within budget, and with measurable effectiveness.
- Provide post-campaign analysis including budget stewardship, timeliness, impact, and ministry satisfaction.

Team & Vendor Management

- Lead, develop, and mentor both staff and volunteer members of the communications/media team, ensuring growth in skills, capacity, and ownership of ministry.
- Oversee vendor relationships: identify, negotiate, and manage external partners to ensure excellence in production and delivery.
- Give final approval on communication outputs and ensure alignment with brand standards.



Channel Management

- Provide oversight for all primary communications channels, including:
 - Journey Church website
 - Signage and physical environments
 - Weekend service communications
 - Digital, print, and social media platforms
- Maintain consistent branding and messaging across every channel.

Church-Wide Initiatives

- Lead communications for major church projects including new ministries, campus launches, print, web, mobile, and broadcast campaigns.
- Partner with leadership to evaluate communications capacity, determine priorities, and set future budgets.
- Ensure creative excellence across advertising, media, design, and production.
- Recruit, equip, and empower volunteers to serve as an extension of the communications team, cultivating a culture of creativity and ownership.

Other Responsibilities

Individual will complete responsibilities in accordance with the church's policies and applicable procedures as assigned.

Qualifications

- Excellent interpersonal / customer service skills
- Strong general business knowledge
- The ability to write and speak effectively
- Proven critical thinking and problem-solving skills
- Developed organizational skills
- Demonstrated leadership experience
- Have a capacity for statistical analysis
- Proven ability to recruit, train, and mobilize volunteers for ministry leadership.

Education

Bachelor's degree in Communications, Marketing, Advertising, Business Administration, or a related field preferred. Equivalent relevant experience may be considered.

Experience

Successful candidate should have at least 3 to 5 years related experience.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.