

# COMMUNICATIONS DIRECTOR

## JOB DESCRIPTION

Department: Creative

Direct Report: Creative/Digital Pastor

## MOUNTAIN TOP'S VISION

WE INVITE AND EQUIP PEOPLE TO FOLLOW JESUS.

Mountaintop Church is a non-denominational, contemporary church in Birmingham, AL. From its founding in 1992, Mountaintop's mission has been unchanging. Our heart is to be a place where all people hear the truth that God is FOR them as they experience that we are FOR them. So that together we can be a force FOR BIRMINGHAM.

## SUMMARY OF ROLE

*These are the goals that will drive you as you help to realize Mountaintop's vision...*

### CREATE

The Communications Director will create, organize, plan, and implement effective communication messages for both church and community audiences, based on the vision and priorities of Mountaintop Church and in collaboration with the Creative/Digital Pastor.

### ELEVATE

As a part of the Creative Team, they will help to raise the level of excellence of all that we do at Mountaintop. This includes partnering with all ministry areas to help them strategize, develop, and implement comprehensive communication plans. As the champion of Mountaintop's voice, the Communications Director cultivates a level of polish and professionalism to all produced content.

### INSPIRE

Everyone on our staff plays a role in equipping the people entrusted to our care. This position will inspire people by working to develop key creative volunteers and helping us find new pathways for digital discipleship.

# SUMMARY OF RESPONSIBILITIES

*This is what you'll spend the most time on...*

## External Communications

Employ digital resources to **INVITE** the community to follow Jesus.

- Stays current on creative, communication, and technology trends and looks for opportunities to use this information to communicate with the community and church more effectively.
- Works with church and ministry leaders to develop communication messages to reach those who are not currently associated with the church.
- Creates and implements a marketing strategy to become more visible in the community.
- Leads efforts related to the creation, strategy, and execution of Mountaintop's digital channels.
- Discerns, plans, and purchases the best opportunities in paid media.
- Responsible for maintaining and keeping the website fresh and engaging by serving as the webmaster for the church's website.
- Keeps social media current and engaging by assisting in the creation of content.
- Works with Creative Team to cultivate a volunteer team to help implement communication strategies and tactics. (Writers, photographers, designers, story tellers)

## Internal Communications

Utilize promotional communication tools to **EQUIP** followers of Jesus.

- Works closely with the Creative/Digital Pastor and creative team to plan and produce compelling and engaging content for sermon series, churchwide event promotions, ministry-specific events, discipleship materials, environmental designs, and various other church initiatives.
- Champions the culture and brand of Mountaintop, helping to oversee the look and feel of Mountaintop, both online & in person.
- Develops systems to organize, prioritize, and communicate consistent messaging.
- Serves as air traffic controller, keeping communication requests on time and on budget through effective project management.
- Manages print production and print buying responsibilities for various collateral from booklets, banners, posters, wall graphics to t-shirts.
- Serves as key "eyes" for all things print and electronic media, looking for communication, brand presence, and consistency, which requires strong writing, editing, and proofreading skills.