



FIRST FREE
CHURCH

Communication Director

Job Description

Summary

The Communication Director's primary responsibility is to create and implement a consistent communication strategy in order to engage our congregation and community in the ministries of First Free Church. This strategy must leverage a variety of communication skills and technologies to reflect the vision and values of First Free Church through internal and external messaging.

Structure

This is a full-time, salaried position of approximately 45-50 hours per week. The Communication Director is part of the Communications team and reports directly to the Executive Pastor of Service Planning.

Responsibilities

- Establish and drive a multi-channel, church-wide communications strategy that reflects the culture, vision, and values of FFC.
- Develop a brand voice and work with staff and volunteers to maintain brand integrity across all platforms and projects.
- Use innovative technology, methods, and venues to implement the communications strategy.
- Develop and maintain the website as an effective source of information for our community and congregation and an effective tool for outreach.
- Develop online content that engages church and community members.
- Track online metrics to gauge communication effectiveness, including web, social media, and email analytics.
- Coordinate all communication across ministry areas in accordance with the overall strategy.

- Develop contacts with other churches and community leaders to promote events and community outreach.
- Recruit and lead volunteer communications teams (video, social media, graphic design) to help implement our communications strategy.
- Serve on the Service Planning Team to enhance and create effective Sunday communication.
- Assist in the creation of digital, video, audio, and print content.
- Continue to grow professionally and spiritually by participating in outside opportunities to include conferences, seminars, books, and networking.
- Manage and track the Department Budget.

Personal Qualifications

Character and Commitment

- Demonstrates a genuine love for the Lord and other people with an authentic, transparent, Christ-centered lifestyle.
- Attends and is committed to the vision, values, and beliefs of First Free Church.
- A team player who is passionate about Communications Ministry
- Excellent communicator who relates well to others.
- Self-starter who can manage time and multi-task.
- Can do attitude combined with a diplomatic heart
- Able to manage personnel; recruit, lead, and equip volunteers.

Minimum Qualifications

- A degree in Communications or a related area, or equivalent job experience required.
- Experience developing and implementing a comprehensive communication strategy through multiple levels of an organization.
- Competency with use of Adobe Creative Suite.
- Strong verbal and writing skills.