



HIGHLANDS CHURCH

Communications Director

This position is responsible for strategic planning, oversight, and deliverables of all public-facing communications at Highlands Church including mass emails, website content, printed material copy, social media, press releases and marketing campaigns. The Communications Director will be a highly collaborative leader, working across the entire organization to build a cohesive, church-wide communication strategy that reaches our community externally and encourages the church family to connect and engage internally.

Essential Job Responsibilities:

- **LEAD COLLABORATION:** Collaborate with ministry and department leaders to create and refine their message and materials for clarity and a high level of engagement
- **COMMS LEADERSHIP:** Lead communication meetings with ministry leaders to develop a communication plan for all ministry events
- **PROJECT MANAGEMENT:** Drive the project management process to ensure all communication content creation is delegated to the right team members, roadblocks are overcome, and deadlines are met
- **CONTENT CREATION:** Compile ministry event info into compelling written copy for print materials, website, advertisements, email newsletters and social media
 - Oversee the creation of weekly printed bulletins, flyers and other ministry materials
 - Collaborate with graphic design and video media teams to tell engaging stories in a variety of formats
 - Maintain the Highlands Church website and mobile app, keeping all content up-to-date
- **SOCIAL MEDIA STRATEGY:** Grow the social media presence for Highlands Church (currently Facebook and Instagram), posting engaging content on a regular basis, interacting with followers, and leveraging modern tech tools for efficiency (AI, schedulers, outsourced content, etc.)
 - Consult with ministry and department leaders on their social media accounts to provide guidance and effective means for improving engagement on the individual ministry level
- **HIGHLANDS VOICE:** Serve as the gateway for all mass email communication originating from Highlands as a whole, as well as the individual ministries within
 - Oversee all marketing and advertising initiatives across various forms of media (internet, print, television, radio, etc.), leveraging outside consultants
- **EMPOWER VOLUNTEERS:** Oversee the Info Central volunteer team, identifying and empowering volunteer leaders, and training team members in how to provide excellent service to people seeking church information at weekend services and special events

Requirements:

- Bachelor's or greater degree in marketing, communications or other related field
- 5+ years experience in communications, preferably as an in-house manager of various communications methods (web, social media, email, print and SEO) including advertising.
- Basic HTML/CSS web coding experience preferred, but not required
- Excellent writing/editing and verbal communication skills
- A firm grasp of core Bible-based theological truths and the ability to clearly articulate them
- A communications portfolio showing your best work across multiple formats including web, social, print, advertising and general copywriting.

Spiritual Requirements:

- Is a committed follower of Jesus Christ.
- Willing to become a member and attend Highlands Church, subsequently agreeing to Highlands':
 - Statement of Faith
 - Statement on Marriage and Sexuality
 - Highlands Bylaws, Article 7.5 – Church Discipline
- Abides by the policies and procedures of Highlands Church
- Strives to uphold the values of L.I.F.E.
 - Love, Integrity, Fun, Excellence

Physical Requirements:

Able to easily navigate Highlands campus and various off-site locations (i.e., various local meeting places, airports, mission trip locations, etc.)

Desired Characteristics:

- Highly motivated, confident, self-starter with excellent work ethic
- Team player - an excellent collaborator with a countenance for instructing others in communication best-practices
- Maintain high level of integrity
- Ability to multitask, prioritize, and consistently meet deadlines
- Completely fluent in current social media and communication trends while also understanding of the value of a personal phone call and a hand-written note

Hours: Full Time hours generally between Sun - Thur

- This position would include periodic responsibilities on evenings or weekends throughout the year for major church events