

Christ Church Plano Cathedral

Director of Marketing and Communication

Christ Church Plano was founded in 1985 and quickly grew to become one of the largest Anglican churches in North America and the world. Christ Church is a leader in the Anglican Church in North America, hosting historic events such as the investiture of the first Archbishop as well as many national meetings and assemblies. Under the direct episcopal oversight of our rector, Bishop Paul Donison, we uphold a standard of national leadership through excellence and faithfulness.

We are seeking a highly skilled director for our Marketing and Communications department. This role is part of the church's leadership team and is involved in decisions and strategy for the organization. Their specific role is to champion the effective communication of our mission, vision, and values in all printed/electronic media, signage, and public facing materials. In addition, this leader oversees a production department and team while supporting other department heads as a consultant on ministry vision and design.

General Responsibilities:

Communications

- Coordinate the creation, graphic design, editing and production of all printed and digital materials including but not limited to:
 - Weekly Worship Bulletins & Occasional Promotional Inserts
 - Weekly Electronic Newsletters
 - Event Materials and Online Marketing
 - Newcomer Brochures
 - Online Registration Forms
 - Weekly Live Stream
- Develop and execute an annual strategic communications plan, ensuring all appropriate communication systems are coordinated.
- Maintain functionality, links, and information on all church electronic systems including website and phone app. Improve, design and develop new capabilities as necessary.
- Partner with individual ministries to guide and create communications plans and materials.
- Uphold standards for Christ Church Plano's brand integrity across all ministries and platforms. Maintain a consistent voice and grammar.
- Design, produce and curate on-campus signage, promotional materials and artwork.
- Maintain subscription lists for all newsletters and email campaigns.

Marketing

- In partnership with the Rector and Executive team, develop successful strategies that drive church engagement and attract new church members.
- Creatively build followings on various social media outlets including but not limited to, Facebook, X, and Instagram.
- Oversee social media strategy, advertising and communication strategies.
- Respond to online questions and inquiries, directing them to other staff leaders as appropriate.

Publishing

- Maintain Pray Daily Press and all materials they publish.
- Work with the Rector and other Executive Leaders to develop new publishable materials such as books and video campaigns.

Leadership

- Lead a small production team and contract personnel.
- Manage the Communications Department budget.
- Train and equip all staff with communications strategies and resources.
- Solicit and close leasing and maintenance contracts for on-campus printers and copiers.

Systems Knowledge

- Expert knowledge of print layout and document publishing (Adobe Indesign and Acrobat)
- Fluency with graphic editing (Photoshop)
- Fluency with web publishing (Wordpress/Elementor/Planning Center)
- Fluency with social publishing (Meta)
- Fluency with email campaign publishing (Campaign Monitor)
- Working knowledge of browser developer tools, IT/Network systems, AV systems
- Bonus if experienced photographer
- Bonus if experienced with print shop equipment
- Bonus if experienced with illustration (Illustrator) or HTML/CSS (Dreamweaver)

Additional Qualifications

- Experience leading a team of high achievers in a ministry environment.
- Discernible marks of Christian character and Christlikeness, especially in compassion, humility, honesty, service, discipline, and ecclesial obedience.
- Strong communication, administrative, interpersonal, and time management skills.
- Strong knowledge of Anglican traditions and ability to lead ministry and liturgy in an Anglican context.
- An expectation of excellence in all programs and the willingness to work hard to achieve Cathedral standards.

Please note this job description is not designed to cover or contain the full and comprehensive list of activities, duties or responsibilities that are required for this job. These may change at any time with or without notice.

Department: Cathedral Operations

Reports to: Canon for Cathedral Operations

Status: Full time/Exempt

Full-time employees are required to work 40 hours/week. Some evening and weekend work may be expected to facilitate church-wide events.

To apply or seek additional information, contact Rev. Canon John Battey, Christ Church Plano at johnb@christchurchplano.org.