

Director of Communications

Central Services Team | Updated January 2021

These role expectations are for a **FULL-TIME** position (40-50 hours/week) with **EXEMPT** status. The supervisor for this position is the **EXECUTIVE MINISTER**. This position supervises the **DIGITAL MEDIA MANAGER**. You will work on the **CENTRAL SERVICES TEAM**.



- Season 1 (Jan-Apr)
- Season 2 (May-Aug)
- Season 3 (Sep-Dec)

CENTRAL SERVICES DIRECTOR

As a Central Service Director, no one in the organization is more compelled or more informed about how **Communication and Marketing** operations are executed across campuses.

- Integrate the Sherwood Oaks Vision Frame, ensuring communication and resources support our mission and align with our values.
- Oversee application of Fixed Policies of Communication across campuses
- Partner with ministries, meeting with them and creating communications plans to mobilize their specific audiences to respond and measure effectiveness
- Commit to self-education of multi-site practice, ensuring Sherwood Oaks' Communication policies evolve, grow, and can be contextualized with the growth of our church
- Demonstrate a team-player attitude across Central Service Ministries and Departments.

As a department lead, you provide high quality accountability, care, communication and decision-making for those who report to you.

- Lead and manage internal and external stakeholders, volunteers, and partners to implement communications strategies, planning, and execution across all campuses
- Interface with broader Central Service and Executive Team goals, delivering quality communication and decision-making in all directions while educating stakeholders about processes and relevant content.
- Develop, with input from leaders, and annual communication plan and calendar.
- Partner with internal stakeholders to establish consistent branding standards.

COMMENTS

2. COMMUNICATIONS MANAGEMENT

Oversee and strive for excellence in the following 4 key areas:

1. Print Communications

- Clear, concise and strategic physical print pieces
- Appropriate use of budget dollars for print needs
- Ads & Promos outside the Sherwood Oaks facilities (newspaper, sports programs, etc.)

2. Primary Storyteller

- Collect and tell stories of life change through strategic online and offline channels
- Be proficient in writing, editing, design, brand management
- Engage communities through marketing and public relations channels that create trackable onramps of spiritual involvement.

3. Online Communications

- Maintain accuracy of the church website and app
- Work with Social Media Manager to create relevant, exciting challenging content across platforms
- Manage social media campaigns across campuses and locations
- Develop and maintain volunteer social media team

4. Vendor Relationships

- Work with vendors to make sure they understand the needs and culture at Sherwood Oaks when creating pieces for the church
- Work with ministry leaders and departments to educate them on available vendor relationships
- Work with Central Service Directors to establish quality vendor lists for individual campus needs.

ROLE RESPONSIBILITIES

3. GENERAL & UNIQUE RESPONSIBILITIES

All staff have general and unique responsibilities for which we are accountable.

1. ENSURE ADMINISTRATIVE TASKS ARE COMPLETED APPROPRIATELY

- Approve PTO, credit card statements, and check requests.
- Hold team accountable for completing their administrative tasks on time.

2. MANAGE BUDGET RESPONSIBLY

- Create an annual budget that prioritizes and advances the Sherwood Oaks mission and vision.
- Hold your teams accountable for spending without overspending.

3. CONTRIBUTE TO A POSITIVE RELATIONAL ENVIRONMENT

- Lead regular one-on-ones with your direct reports
- Fully engage direct reports with your supervisor
- Lead regular team meetings and ministry meetings