



JOB DESCRIPTION TITLE: Communication Director
REPORTS TO: Senior Pastor
HOURS: TBD

CHARACTERISTICS:

A dedicated Christian, positive attitude, self-starter, assertive, committed to excellence, and feels a calling to help fulfill the church's mission "To reach the world for Jesus, one life at a time."

AREAS OF RESPONSIBILITY:

In close consultation with the Senior Pastor and the Director of Educational ministries, this position will help design, create, and manage the communication process and 'brand' products so that those inside and outside the church will have easy access to the happenings of Trinity. This person will oversee three key areas: Marketing, Print Media, Social Media.

EXTERNAL COMMUNICATION (MARKETING):

- In charge of the marketing of the church through advertising, public relations and traditional, electronic, and emerging media.
- Key focus area is our Academies — Trinity Early Childhood Academy, Trinity Pre-school, and Trinity Academy.

INTERNAL COMMUNICATION:

- Develop and oversee the communication process between sites, ministries, and groups.

PRINT, DIGITAL, AND SOCIAL MEDIA:

- Oversee the creation of graphics for message series, events, and other activities as needed.
- In charge of creating a social media presence for Trinity including but not limited to Facebook, Instagram, and Twitter.
- Manage on-going social media messaging and communication strategies.
- Build followings on various social media outlets.

SKILLS:

- Must be able to demonstrate strong managerial skills and excellent written/oral communication skills.
- Must possess a comprehensive knowledge of media strategies and processes.
- Must have an understanding of printing and publication processes.
- Must have strong computer skills with the ability to train others on web updates as needed.
- Needs broad understanding of marketing and mass communication utilizing current media and emerging technologies (radio, TV, print, web, social media, etc.)
- Must have the ability to work with diverse personalities and interests.
- Must be willing to work outside of normal business hours in relation to church events and meetings such as committee/team meetings.
- Must possess the ability to handle deadlines, stress, work independently and as a team member, and deal with people in a professional and Christian manner.

Proof of work will be expected.

Submit resumes and proof of work to Todd Stocker, Senior Pastor, at tstocker@trinityhudson.org.