

**JOB TITLE:** Director of Communications and Digital Evangelism

**DATE:** November 2024

**REPORTS TO:** Rector

### **Christ Church Episcopal**

Christ Church is a thriving intergenerational, suburban church in Glen Allen, Virginia. We are growing rapidly and excited about our ministry future. Christ Church does not discriminate against any applicant for employment because of religion, race, age, sex, disability, or national origin.

The Director of Communications and Digital Evangelism has responsibility for managing a multi-channel communications strategy driven by the church's mission and vision. This entails coordination and production of all communications (digital and print) that support the ministries of Christ Church, ensuring high-quality and high-impact communications to reach internal and external audiences.

### **JOB SUMMARY**

The Director of Communications is called to lead Christ Church in communicating its mission and vision as the Body of Christ internally and externally, in a clear, compelling manner. This includes the creation of a strategic communications plan which will include digital evangelism, marketing, and story-telling. The role will require experience in branding and communications management toward the goal of building a coherent narrative through sharing the stories of Christ Church across all ages. This person will work closely with Christ Church program staff, and ministry volunteers, while also seeking counsel from additional experts and collaborating with talented external agencies for specific projects.

### **REPORTING RELATIONSHIPS**

The person who serves in this role will report directly to the Rector. The ministry staff at Christ Church works collaboratively. A good rapport, professionalism, and joy in working as a team is essential.

### **KEY AREAS OF RESPONSIBILITY**

Vision Casting (40%)

- In consultation with church leadership, create a strategic communications plan that directly supports the stated needs of Christ Church, both from within the office and from outside of it.
- Build a systematic structure to implement each aspect of the strategic communications plan, collaborating with church staff, and congregational leaders.
- Evaluate each current method of communication and strategic communications plan to assess what to keep, what to cut, and what to modify.
- Advise the rector and staff on necessary communications and messages, providing counsel for a variety of settings and mediums.

### Managing Implementation (40%)

- Create a process for identifying and telling the stories of our parish. Implementing good storytelling that engages our community and tells our story outside the walls of the parish.
- Prepare for and engage in crisis communications as needed.
- Oversee the implementation of a social media strategy, created as part of the strategic communications plan.
- Assess the user experience with the website, recommending changes as needed.
- Serve as editor of all regular Christ Church communications.
- Develop and oversee new project initiatives in the digital evangelism space.

### Administration (20%)

- Manage the communications budget.
- Research and hire third party vendors for specific or on-going projects as needed.
- Attend and support staff meetings.
- Be present and discerning in important spaces while holding utmost confidentiality.

### **KNOWLEDGE / SKILLS / ABILITIES**

- A passion for ministry
- Experience in church communications work
- Proven ability to think strategically about culture and systems
- Collaborative
- Storyteller
- Connector

### **CORE COMPETENCIES**

- **Interpersonal Skills:** Demonstrates ability to engage and listen to others to gain understanding of core elements of content that needs to be communicated.
- **Technical Competency:** Able to work proficiently on different technical platforms (website, desktop publishing, email marketing, video editing, social media) and uses those technologies in the most effective ways to enhance church communication.
- **Production:** Oversees, helps storyboard, and produces original content for digital evangelism and in house formation.
- **Creativity:** Able to create communications that connect with audiences of all ages. Competent in creating digital and print assets that are both graphically appealing and grab viewer's attention. Able to distill information and invitation into meaningful content.
- **Organizational Skills:** demonstrates the ability to stay organized to meet deadlines. Must be able to work with a high degree of accuracy.
- **Leadership Skills:** demonstrates the ability to lead communications efforts and guide ministry teams to the best ways to get their content communicated.

- Initiative: Ability to take the lead in creating new avenues to communicate content to the church community. Takes old tools and revamps them to provide a new look and attract positive attention.

### **WORK STATUS**

The Director of Communications and Digital Evangelism will work primarily from Christ Church's campus in Glen Allen, Virginia. Limited travel within and beyond the Diocese of Virginia will be necessary for this position. Expected work days are Monday to Friday, with some nights and weekends as needed.

### **COMPENSATION AND ORDINATION STATUS**

This position is anticipated to be a lay role. The compensation package will vary according to the candidate's experience and education, consistent with Christ Church and diocesan policies. The anticipated salary range is \$55,000 - \$70,000 with generous benefits.

### **TO APPLY**

Please submit a cover letter and resume to:  
The Reverend Ken Malcolm, Rector Christ Church  
rector@ccerva.org