



Communications Lead OPEN

Position Type: Non-exempt
Category: Regular, part-time (20 hours per week)
Classification: E
Reports to: Creative Director

The Village Church Vision: Helping people who feel far from God or disconnected from the church connect to Jesus and a community of Jesus followers.

The Village Church Mission: Leading ordinary people to become disciples of Jesus who make disciples who make disciples who change the world.

We refer to disciple-making, world-changing followers of Jesus as “CG3 Disciples,” people who do these four things: Connect, Grow, Give, and Go.

- **Connect:** CG3 Disciples CONNECT to Jesus and a community of Jesus followers through personal and corporate worship. We want the way we communicate to help every person to connect to Jesus.
- **Grow:** CG3 Disciples GROW in their trust and understanding of who Jesus is and their willingness to follow him through being part of a group or smaller community. We use our creativity to help people find connection and growth in their knowledge of who Jesus is.
- **Give:** CG3 Disciples GIVE generously to God’s kingdom work through the ministries of the local church. We use our creativity to encourage people to give to the mission of Jesus with their gifts and resources.
- **Go:** CG3 Disciples GO to join in God’s Kingdom mission by reaching and serving their neighbors with the love of Jesus. We encourage people to use their creative giftings to serve those around them.

Ministry Summary

The Communications Lead is responsible for sharing the story of what God is doing in and through The Village, both within the church and in the community. They will build and lead a healthy volunteer team that leads The Village’s efforts to reach people in our community with the love of Jesus through print and digital communication, social media, design and brand management, and ultimately by telling the stories of God at work in our church, in our people, and in our community. To implement our vision and mission, this means using all forms of communication in creative ways in order to tear down barriers and invite those who feel far from God or disconnected from the church to connect to Jesus and a community of Jesus followers, and using social media, emails, and all forms of communication in creative ways to lead each intended audience towards becoming disciples of Jesus who make disciples who make disciples who change the world.

Competencies

- Clearly demonstrates faith in, and has a growing relationship with Jesus Christ
- Understand and embodies the mission, vision, and values of The Village Church and has a passion to use communications to reach others with the message of Jesus and the church
- Ability and willingness to experiment, make mistakes, laugh, have fun, and take creative risks
- Leadership skills and experience in leading volunteer teams
- High level of competency in MAC-based Microsoft Office software, graphic design software, Adobe Creative Suite, search engine optimization (SEO), Google Analytics, Emma, and other social media platforms with ability to learn computer programs quickly and use them
- Excellent written, verbal, client-facing, and internal communication skills

- Proficient in social media management, including ads and campaign management
- Excellent organizational skills with strong attention to detail and accuracy and the passion for storytelling
- Ability to work independently, multi-task, prioritize, and manage time
- Proven ability to manage multiple projects and to take projects from beginning to end
- Adaptable and flexible in a changing work environment while approaching tasks and duties with a positive attitude
- Ability to handle sensitive information with the highest degree of integrity and confidentiality
- Self-starter who takes initiative and anticipates needs of the department
- Enjoys a team environment and is service-oriented

General Ministry Responsibilities

- The Communications Lead will report to the Creative Director and work alongside The Village staff
- Work in tandem with the Creative Director and team to create consistency and maintain standards in messaging
- Attend weekly and monthly staff planning meetings and Creative Team meetings
- Proactively develop strategies to clarify and communicate the weekly messaging and priorities of the church, in partnership with leadership and ministry leaders
- Enlist, equip and encourage qualified volunteer teams and develop intern team to accomplish communications goals
- Stays up to date in knowledge and awareness of modern communication styles and works to maintain a cutting edge communications plan
- Continually evaluates the communication that is being produced and creatively works to improve and innovate

Digital Content Responsibilities

- Understand creative concepts and bring them to life through outstanding product design
- Keep current in digital marketplace trends bringing creative ideas to the Creative Team meetings
- Lead all efforts related to the creation, strategy, and execution of The Village's digital communication channels
- Create and distribute weekly churchwide emails
- Develop and manage content for web pages and social media posts
- Keeps all online platforms current with up to date information
- Lead messaging and strategy for social media advertising campaigns related to major events, holidays, and general church ministries
- Lead all efforts related to the creation, strategy, and execution of The Village digital communication channels
 - Maintaining online relationships by commenting, replying to comments and responding to direct messages on all platforms
 - Strive to grow online engagement/audience on all platforms using insights, online tracking, and new trends
- Manage website generating new pages, updating current pages, assigning web navigation, and resolving problems. Optimize web content, including site architecture, URL structures, title tags, header tags, and copy for maximized indexing and keyword relevancy
- Manage church-wide marketing platforms to ensure content is creative and current through the year

Other Responsibilities

- Assist with content writing and proofing of copy for print projects
- Assist with graphic design for print and digital communication
- Work with Creative Director to create and implement strategy for communication, including but not limited to email, website, social media, print, outdoor signage, in-building digital signage, etc
- Attend Creative Team meetings participating in brainstorming sessions to generate ideas, assist in project development, and report on status of projects

KEY RESULTS

- The church and its message is growing in its reach, influence, and deep impact in the community
- The people within The Village have a clear understanding of what's happening within the church and what the church is doing in the community
- New people are attending and connecting to the ministries and initiatives of The Village
- People who feel far from God or disconnected from the church are connecting to Jesus in and through The Village in increasing ways because of the ways the story of God is being shared through all of The Village communication channels

Supervisory Responsibility

This position has supervisory responsibilities over significant volunteer leaders in order to carry out the messaging, mission and vision of The Village in the community

Work Environment

This job operates outside the walls of a formal church and office building. Employee will work in various types of environments including, but not limited to, working from home, working in public spaces alone or in groups, and working on Sundays. This role routinely uses standard office equipment

Physical Demands

While performing the duties of this job, the employee will be in various work environments as listed above. Position is somewhat sedentary and is required to talk, see, hear, stand, walk, and sit. Employee must occasionally lift or move office supplies or other items up to 30 pounds. Position requires bending, stooping, and reaching to setup and teardown equipment as necessary.

Expected Hours of Work

Days and hours of work are Sunday – Thursday, 20 hours per week (mostly daytime). Occasional evening and weekend work required. Monday afternoon staff meetings and other scheduled ministry area meetings are required work hours. Remaining hours are flexible.

Travel

Travel is primarily local during the business day, although some out-of-the area and overnight travel may be expected.

Education and Experience Requirements

- Bachelor's degree in digital marketing, public relations, journalism, or related field
- Three (3) – five (5) years of related experience
- Submission of artistic portfolio required upon application
- Photography and photo editing experience a plus
- Understanding of Donald Miller's StoryBrand a plus

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified.



The Top 10: Staff and Leader Values

The following statements define who we are as a team and as leaders at The Village. We are unapologetic that this is what we're about and that this is what it takes to be a member of our team.

1. We passionately pursue Jesus. (Follow Jesus First)

It all starts and ends with our commitment to follow Jesus. As individuals, we are intentionally pursuing growth in our trust in Jesus and our willingness to follow him and to invite people to join us in following him. As a church, we keep Jesus at the center and we try our best to figure out what it means to follow him together.

2. We relentlessly reach new people. (It's Not for Us)

We are here as a church and as individuals to connect disconnected people to Jesus and to a community of Jesus followers. Our collective heart beats for disconnected, broken, lonely, hurting people. We prioritize reaching the people who aren't here yet.

3. We expect God to show up. (Expect the Unexpected)

We believe in a God who still works, acts, moves, and speaks. We are wide open and expectant for God to do that again and again and again. If we're able to do in on our own, we're probably not dreaming a God-sized dream.

4. We are sold out for the mission over our own ministry. (Mission Over Ministry)

We believe in and are all in on the mission of the church and the ministry of the whole over and above any of our own preferences or ministries. A win for the church is a win for everybody.

5. We bring our very best to the table. (Bring Your Best)

We believe that God deserves the best of our effort, our creativity, and our imagination, so we are determined in bringing the very best of ourselves to the table. We also expect the best from each other, trusting in each other to bring our best.

6. We work together to get "the stuff" done. (Sweep the Floor)

We are a team and we operate in teams. We do what needs to be done together, we hustle, we help each other, we understand that no task is below our pay grade, we roll up our sleeves together, we grab a broom and sweep the floor if that's what's needed, and we don't stop until "the stuff" is done for everyone.

7. We constantly make it better. (Make It Better)

We are teachable. We are continual learners and growers and innovators and improvers. We look first in the mirror to find ways to make our ministries more effective, we ask for feedback, we graciously offer feedback to each other, and we gracefully receive it when it's given, always looking for ways to learn and grow.

8. We are flexible and we adapt quickly. (Expect the Flex)

We know that it's the flexible who can never get bent out of shape. We accept that the nature of this work is that it's always in flux. We are willing and able to adapt and improvise and be flexible in the moment. We invite the Holy Spirit to do things in our lives and our ministries that we couldn't predict or plan.

9. We risk big and we fail forward. (Fail Forward)

We recognize that there is no such thing as "missional complacency" in God's church. (We've looked for it all over the New Testament, and we can't find it anywhere.) If we're not failing, we're not trying hard enough. We would rather risk and fail and learn from our mistakes than stay safe and become content and slowly decline and die.

10. We don't do anything ourselves that we can empower someone to do with us. (Replace Yourself)

We are disciples who make disciples who make disciples. This means we freely give away leadership and ownership any other ship we can think to give away. We recognize that in the end, we are all interim staff members and it's our responsibility to raise people up to come behind us.

P.S. We love and laugh hard. In all of this, we enjoy life, care for one another, have fun together, and don't take ourselves too seriously.