

Mount Calvary Lutheran Church
POSITION DESCRIPTION

Title: Director of Marketing and Communications

Department: Shared Resources

Classification: Regular full-time

Salary Grade: Lay-exempt

Supervisor: Administrator

Direct Report: Communications Coordinator

Overview:

The Director of Marketing and Communications at Mount Calvary is responsible for overseeing all aspects of marketing and communication for the church including print, web, social media, and graphic design. In partnership with leadership, this role will oversee planning, coordinating, and implementing a comprehensive marketing communications strategy that enhances the brand identity of Mount Calvary.

Education/Skills:

Bachelor’s Degree in Communications, Journalism, Marketing, or Mass Media.

Five years’ experience in communications, preferably in a non-profit setting.

Experience with project management. Able to lead contracted and volunteer graphic designers, photographers, videographers and writers.

Strong marketing, strategy, and layout skills, some graphic design skills.

Strong team player. Ability to lead from a place of possibility and trust with a proven track record of leading change through creativity.

Ability to publicly articulate a personal faith statement, preferably a Lutheran understanding of grace, inclusiveness, love and service.

Proficient in InDesign, Illustrator, Photoshop, Acrobat, Mail Chimp and Microsoft Suite

Responsibilities:

Create a culture of effective communication, which builds up team members, ministry teams, the congregation and the larger community of Mount Calvary.

Cultivate, protect and share the Mount Calvary brand identity; branding initiatives and external advertising, advocating for a beauty in everything we publish.

Develop and execute a comprehensive annual marketing plan, leading conversations around optimizing process for tangible results.

Coordinate all major communications campaigns including design, editing, publication and distribution.

Set vision and standards for all communications. Champion clear internal and external communication from all team members. Work with team members to assist with communication needs.

Write copy, layout and edit for communication pieces. Oversee website and social media.

Attendance at regularly scheduled team meetings and other planning sessions. Maintain a general familiarity with the vast ministries of Mount Calvary and additional partners.

Other tasks as necessary to support the Shared Resources Department and to accomplish the mission of Mount Calvary.

Approvals:

Supervisor

Date

Personnel

Date