



JOB DESCRIPTION

Director of Communications

MINISTRY PURPOSE

To provide godly leadership in developing, implementing, administrating and shepherding a comprehensive communications ministry. Ensures accuracy, consistency and availability of all internal and external Wayside Chapel ministry news and information in print (bulletin, newsletter, brochures, posters, etc.), on the website, on-campus electronic display screens, as well as verbal service announcements and videos. Oversees and maintains church database and event planning software.

QUALIFICATIONS

- A personal relationship with and love for the Lord that is growing and a desire to see others have that relationship.
- Spiritual and moral character, with a lifestyle that is consistent with the scriptural qualifications for biblical leadership. If applicable, committed to a healthy relationship with spouse and family.
- Agreement with and commitment to the Statement of Faith of Wayside Chapel.
- Personal maturity, spiritual gifts, and breadth of experience to serve in a role with the Wayside staff and congregation.
- Ministry experience in a medium to large sized church, with demonstrated leadership, organizational and administrative abilities.
- Be theologically and interpersonally compatible with the pastoral staff and treat members of the body, community and co-workers with honor and grace.
- Able to develop and work with a team to execute strategic goals in a mutually supportive and edifying manner to fulfill the ministry and vision of Wayside Chapel.
- Must possess excellent communication skills in grammar, editing, writing, organization, process definition, database management and general management skills, being able to handle multiple projects under deadline pressure.
- Computer proficiency with intermediate to high level of proficiency with Microsoft Office applications (Word, Publisher and Excel), Adobe Creative Suite programs (particularly InDesign, Photoshop and Acrobat Pro), and website management (particularly WordPress).

AREAS OF RESPONSIBILITY

- Work closely with and under the direct supervision of the Senior Pastor and Executive Pastor to develop, coordinate, and implement a church-wide communications strategy.
- Research current trends, technology, media relations, social media, and cast visionary ideas to the Senior Pastor, Executive Pastor, and the Pastoral Team to help meet the needs of ministry, facilitate future growth, and leadership development.
- Trains and oversees staff in all communications programs, procedures and protocols.
- Responsible to produce or oversee production of all communications materials in print, worship services, posters, electronic media, promotional email, and the Wayside Chapel website.
- Provides leadership in management of the church database, including individual staff roles, responsibilities, and training, as well as configuration of database to meet ministry needs.
- Provides leadership in management of facilities scheduling program, including individual permissions, responsibilities and protocols.
- Meet with staff and lay leaders to plan ministry event promotional and registration needs, including developing timelines.
- Work with leadership to develop communications processes and define priorities to create an environment in which messages can be communicated clearly, creatively and effectively. Provides leadership in determining ministry communications needs and in developing and implementing processes, strategies and ideas to meet those needs.
- Maintain communication and working relationships with all ministry areas of Wayside Chapel.
- Attend all pertinent staff, ministry, departmental meetings and retreats and actively contribute through sharing ideas and prayerful support to improve all aspects of the ministries of Wayside Chapel.
- Establish and administer the calendar and budget for Communications Ministry.
- Assist as needed in all worship services and seasonal gatherings.
- Lead equipping, outreach, social and appreciation events for volunteers and ministry participants.
- Build relationships with members, visitors, and the church community at large to develop reproducing disciples and promote unity in the body of Christ in San Antonio and beyond.