



**JOURNEY**  
EST. OF FAITH 1911

## **JOB DESCRIPTION**

### ***Director of Communications & Creative Arts***

Reports to: Executive Leadership Team  
Job Type: Full-Time  
Membership: Member or regular attender upon hire

## **POSITION SUMMARY**

This position will work in collaboration with the Executive Team and be responsible for the direction, management and output of the Communications Team. This position requires a strategic thinker who is an effective verbal and written communicator in touch with cultural trends both inside and outside of large churches. This position ensures brand, communication strategy and creative design are innovative and aligned with effective messaging across all internal and external communication channels and mediums. This position is service and support oriented and must be able to manage people, expectations, and communication priorities with diplomacy.

## **DUTIES AND RESPONSIBILITIES**

### **Leadership**

- Define high level creative direction and lead the team that executes on the creative services (design / video / UIUX)
- Manage, coach, and invest in staff on Communications team while also building healthy team dynamics
- Supervise creative team that provides all printed media, video and web-based media deliverables to different ministries for advertising and marketing
- Build consensus, symmetry and integration, on and through a team
- Ensure mission, vision and direction of church is integrated into comprehensive and strategic communication plans that transcend all ministries and departments
- Collaborate with Worship Arts and Guest Services to ensure consistent experience in our weekend services
- Collaborate with Campus Pastors to ensure consistent communication across all campuses
- Develop and oversee systems for workflow/management of creative request from all campuses
- Develops and manages all policies and procedures related to media relations
- Collaborates in creative brainstorming sessions with Executive Team when appropriate

### **Communication Strategy**

- Collaborate with Central Leadership Team and Ministry Leaders to create a comprehensive communication strategy across all distribution channels to achieve mission and goals
- Collaborate with Teaching Team and Worship/Production Team to create communication plan for each message series



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- Prioritize digital channels first in communication and marketing strategies
- Work closely with Executive Team to develop regular effective channels of communication within staff and congregation
- Engage in ongoing ROI and effectiveness assessment for all marketing and communication initiatives, both church wide and campus specific, and update strategies accordingly
- Work with Executive Team on strategic communication projects, ghost writing, social media, and personal brand coaching when necessary
- Oversee the development of systems to organize, prioritize and communicate promotional materials
- Research and develop new technologies, media, web, print, production, environments and experiences to better implement the visions and values of the church
- Design and implement a strategic plan with measurable goals to make Journey of Faith's vision a reality

## Marketing and Brand

- Oversee all marketing communications including branding, public relations, advertising, social media, market research management, and digital content
- Ensure all content used to promote and represent Journey of Faith is reviewed and reflects our values and brand identity
- Ensure communication practices at all campuses remains consistent with our values, goals and church-wide ministries
- Develop a system of collecting compelling stories that illustrate Journey of Faith's mission in action
- Develop a digital strategy that positions Journey of Faith as the contextual and innovation church it is capable of being in an area so rich in technology
- Create a digital strategy of conversion that distributes tailored context across digital platforms resulting in increased decisions for Christ and retention/engagement in Journey of Faith community life
- Provide oversight to all aspects related to improvement and maintenance of the website and any other online or digital media platforms.
- Oversees use of brand assets (logo / imagery / etc.)

## MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, ABILITIES)

- Must have a strong and growing relationship with Jesus Christ and it should be evident in both the personal and professional life
- Must agree to & uphold our mission, vision, core values, staff values and faith statements
- Journey of Faith expects its employees to be members or regular attendees of the Church and to comply with its religious beliefs
- Leader with a proven ability to execute vision
- Creative collaborator who thinks outside the box to fulfill purpose and mission

## EDUCATION & EXPERIENCE

- BS/BA degree in communications/marketing related field
- Minimum 3-5 years' experience in communication or related area of a large church (ideally multi-site)
- Minimum 3 years in leadership role as Communications Director, Marketing Director or equivalent role



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- Three years of experience in full time ministry of a church larger than 3000 members
- A background in creative direction and/or design

## IMPORTANT SKILLS/PERSONAL TRAITS

- Communicates with effectiveness and savvy across the organization
- Demonstrates ability to build rapport and develop strong relationships
- Ability to present to audiences in an effective manner
- Proven manager who can create a positive team environment
- Ability to manage multiple assignments and prioritize effectively
- Flexibility and adaptability is a must (non-negotiable)
- Must maintain absolute confidentiality and integrity
- Ability to adapt and work efficiently in a rapidly changing dynamic environment with deadline pressures

## ABOUT JOURNEY OF FAITH

Our Journey began in 1911 with a small group of 30 families wanting to share the love of God in the beach cities of the South Bay. With practical Bible teaching and a heart for service to the community, the congregation grew out of their first two locations in Hermosa Beach. In 1957, the leaders of the church purchased the Manhattan Beach property, and called it, "four acres of faith." After many years of growth and with the vision of raising up the next generation of Jesus followers, Journey proudly opened the doors to their second campus earlier this year in the neighboring city of Torrance.

We are humbled and honored to have 107 years of history in the South Bay, serving over 3,000 people each Sunday. Journey is a church on a mission, following God's call for us, and where he wants to lead us next. We are looking for team members who want to be part of this mission.

Journey of Faith's mission statement: *To bring glory to God by loving God, loving people and making disciples.*

## NOTE

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum