



COMMUNICATION DIRECTOR JOB DESCRIPTION

Mission of The Journey: To help people find Jesus and follow Him fully

General Description: Develop and oversee all internal and external communication at The Journey. Build and develop a team of creators, writers, and storytellers to create life-giving communication and follow-up. Works with the photography and videography team to bring our message and live for the story.

Qualifications:

- Follower of Jesus with strong character
- In agreement with “[What We Believe](#)” and “[Leadership Core Values](#)”
- Consistently practices all public habits (gathering on a weekend, connecting in a J-Group, serving on the J-Team) and personal habits (investing & inviting, practicing a slot & spot, giving your first)
- Abnormally high work ethic (an executor who makes things happen on a regular basis)
- Healthy relationships with existing staff and leaders (in current position and/or at The Journey)
- Exceptional written and oral communication
- Detail-oriented
- High-level understanding of popular social media networks and strategies

Essential Functions:

- Acts as the chief storyteller for our organization, identifying and sharing compelling personal stories in weekend gatherings, online, etc.
- Leadership Development
 - Builds a team of writers, content creators, designers, and storytellers to oversee and develop content for all of the following communication mediums: Facebook, Instagram, YouTube, TikTok, website & app, Journey blog, YouVersion events, mass texts & phone calls, email communication, stage/video scripts, and any additional communication mediums
 - Develops and oversees Photography Team to capture content to be shared in all environments (including photo ops for physical locations on big weekends/series)
- External Communication
 - Manages our website as our online “front door”
 - Develops and implements measurable marketing strategies to expand our reach, including but not limited to social media advertising, Google advertising, billboards, in-home mailers, and more
 - Manages business listings and reviews for The Journey (NextDoor, Google Business, Yelp)

- o Establishes relationships with local media outlets and distributes press releases, securing coverage in print, digital, TV, and radio on happenings & events
- Internal Communication
 - o Responsible for the planning, development, and implementation of all internal and external marketing and communication strategies, utilizing circles of communication exercises
 - o Manages our preaching calendar to ensure communication is prioritized and effective
 - o Oversees the design and distribution of digital and printed collateral
 - o Creates all guest follow-up and works with Admin team to ensure follow-up is relevant and timely
 - o Ensures that all content adheres to brand & language standards
 - o Oversees scripts and communicators for stage/online and video hosts in gatherings
- Maintains budgets for area and is a wise financial steward of all funds
- Performs other leadership functions as assigned

General Responsibilities:

- Participates in weekly department meetings and monthly all-staff meetings
- Attends weekend gatherings (gather during one, serve during others), lead a J-Group at least two out of three semesters, and serves in some way outside of essential functions
- Champions gather, connect, and serve

Position Type: Full-Time

Reports to: Gathering Pastor

Physical requirements: None

Process: To access our application, [click here](#) to apply.