

CHANGE

- Excellent communication skills: written, verbal and interpersonal.
- Personal characteristics of professionalism, credibility, commitment to high standards, innovation, judgment and accountability.

General Duties

- Commit to pray for the first family, leadership and membership of Change Church.
- Lead in generosity to the church through consistent giving of tithe and offerings.
- Serve in excellence by being early and prepared for all scheduled meetings.
- Establish and foster an exemplary relationship with staff/non-staff workers, church membership, and the community at large.
- Champion, support, and advocate for the vision of the church.
- Demonstrate a servant's heart by having a willingness to perform other duties as needs may arise.

Essential Functions and Responsibilities:

- Provide oversight, leadership, and direction to the internal and external public relations strategy, including web presence, social platforms and brand strategy for Change Church
- Serve as Creative Liaison and Director with other Change ministry leads, to increase innovation, excellence and quality results.
- Liaising between campuses to ensure the Change brand is communicated at the campus level
- Provides leadership, development and training to marketing teams and ministries.
- Lead brainstorming sessions with creative teams.
- Supervise and inspire the creative team; generate multiple concepts for a project.
- Conceptualize ideas for staff, assign projects to team and verify deadlines are being met within budgeting
- Serves as project manager to creative, media and marketing timelines.
- Provides oversight and serves as liaison to graphic designers.
- Provides leadership to all branding of Change Church which includes marketing, social media teams, photography, ect.
- Maintaining the photograph database, dropbox content and other hosting platforms.
- Developing and working with freelance photographers and Creative talent
- Responsible for internal and external communications, newsletters, marketing, and website updates.
- Social Media Content Management
 - Understand the Change brand and support it and improve it through all social media
 - Managing a Dream Team of volunteers to assist in photography for social media and acquiring stories.
 - Develop and deploy social media teams.
 - Stay current on social media trends
 - Ensure content is posted regularly on social media platforms utilizing approved Change strategy.

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- Create content schedule to ensure up to date posting.
- Upload videos and photograph events, testimonies, and other compelling stories that capture the essence of Change Church to all platforms.
- Writing and editing Change News, web, and video scripts.
- Managing coordinated marketing campaigns for internal communication (Small Groups, Growth Track, Serve Day, etc) and external events (Special events).
- Liaising between campuses to ensure Change's brand is communicated at the campus level
- Developing and working with freelance photographers and Creative talent
- Other duties assigned

Extent of Public Contact:

- Daily contact with members and leaders of media and creative teams.
- Change Pastors and staff members.
- Creative talent, freelancers, consultants, and team volunteers

Supervisory Responsibilities:

- Graphic and Web Designers
- Social Media Teams
- Other individuals assigned to the Communications and Marketing Director

Employee's Signature: _____ Date: _____

Direct Report's Signature: _____ Date: _____