

Job Description: Communications Director

Redeemer Bible Church is seeking a strategic, creative, and bold **Communications Director** to shape and protect our communication with our church and the world. This role ensures that every piece of communication reflects the heart of Redeemer, engages our congregation, and clearly communicates our vision and values. The ideal candidate is not only a gifted writer and creative thinker, but also a confident decision-maker, able to say "no", "not yet", or "not that way" when needed to protect the clarity, integrity, and quality of our communications. They tell the story of what God is doing in and through our church and put Jesus on display. They will work closely with staff and ministry leads to ensure that Redeemer communicates with excellence and clarity.

Key Responsibilities

Strategic Leadership & Brand Stewardship

- **Guarding the Voice:** Act as the primary gatekeeper for Redeemer's "brand"; setting and maintaining standards to protect the quality and clarity of our communications.
- **Strategic Planning:** Create, implement, and guard a comprehensive communication strategy focused on both internal congregational growth and external community reach.
- **Audience Research:** Be a student of our people and our region so as to create and implement strategies to engage and nurture relationships with our people and foster growth through engaging digital strategies.

Digital & Platform Management

- **Church Management Software:** Become adept at navigating and leveraging the power of our church management software (Planning Center) to communicate with congregants and newcomers.
- **Platform Oversight:** Manage and optimize all online platforms, including our website(s), Instagram, Facebook, Spotify and YouTube accounts.
- **Content Creation:** Move beyond reactive posting to build an intentional content calendar that facilitates engagement rather than just providing information.
- **Campaign Management:** Design and execute digital campaigns to share the Gospel and drive initiatives like *Giving Tuesday* or seasonal outreach.
- **Redeemer Academy:** Work on the ground floor of our exciting plans to create a digital discipleship academy by recording, editing, and posting content to a "hub" that you will create!

Team Leadership & Empowerment

- **Creative Direction:** Lead and develop teams of volunteers (photographers, artists, graphic designers, and media technicians), turning under-utilized talent into a high-impact creative engine.

- **Ministry Collaboration:** Bridge the gap between our ministries, working closely with leads to gather information and communicate their vision with excellence.

Community Engagement & Outreach

- **Beyond the Walls:** Link Redeemer to the local community in a way that supports the congregation's mission to reach their neighbors.
- **Responsiveness:** Improve the speed and quality of responses to inquiries and needs coming from inside and outside the church.
- **Connection Points:** Create systems for following up with newcomers and provide diverse connection points for people to engage with Redeemer outside of Sunday services.

Administrative Oversight

- Answer calls and monitor the general church email account; responding accordingly by directing inquiries to where they may be resolved.
- Manage the church calendar and Planning Center database.
- Work with the Executive Director in managing facility rental requests.
- Attend staff meetings and the annual general meeting and be the recorder of minutes.
- Be the "point person" for coordinating scheduled maintenance visits by our various service providers.
- Inventory and replenish office supplies as needed.

Core Competencies:

- **Theologically Aligned:** A deep understanding of Redeemer's vision and the ability to "tell the story" of what God is doing in our midst.
- **Strategic & Decisive:** Ability to organize limited resources for maximum impact and make tough calls on messaging priority.
- **Creative & Technical:** Proficiency in social media management, basic graphic design principles, and digital communication tools (i.e. Canva, Planning Center, MailChimp, etc.). The right candidate will possess an excellent eye for aesthetics, knowing intuitively the right words and images to use to get their message across most effectively.
- **Relational Leader:** Skilled at empowering volunteers and collaborating with staff to ensure a unified "voice."
- **Sensitive Communicator:** Capable of helping the church navigate and communicate sensitive issues with grace and clarity.

Position Details

This is a full-time role (35 hours) that requires some *in office* hours while providing some flexibility to work remotely.

- 35 hours/week

- Benefits
- Competitive Compensation

**** To apply, forward your CV to Dave Redekop (david@redeemberbible.ca)**