

**Title:** **Director of Communications**  
**Reports to:** Director of Staff Development  
**Status:** Full-time, Exempt  
**Value to the Team:** Communication and strategy come naturally to you. As an integral part of our team, you oversee all-things-Communication at Blackhawk. Your strategic mind collaborates across ministries and teams to ensure an effective, cohesive message. Your driving passion is your understanding that every communication touchpoint, whether inside or outside our congregation, is an opportunity to further our mission *to build a community to reach a community.*

## Responsibilities

### ➤ Overall Communication Strategy & Leadership

- Develop, envision and champion an effective Blackhawk communication strategy.
  - Ensure churchwide communication aligns with Blackhawk's overall mission, vision and brand.
  - Envision, equip and partner with ministries to allow them to effectively communicate their ministry opportunities in a way enhances and supports the overall communication strategy.
- Provide leadership in the development of communication messages and tools; oversee their quality and effectiveness.
- Supervise the Communications staff (currently full-time graphic designer, part-time web manager, part-time assistant, and a part-time associate director who carries out part of this position description).
- Oversee the Communications budget.
- Recruit and engage gifted volunteers in Communication projects.
- Serve on the Management Team.

### ➤ Central Sunday Platform Communication

- Bring strategic connection to the Teaching Team, sermon series and church communication strategy.
- Provide overall direction and strategy for What's Happening videos and other Sunday videos.
  - Create scripts. Organize and direct hosts and shoots.
  - Work with Production Team to edit the final video.
- Serve on Production Team to ensure effective use of video, story, etc.

### ➤ Content Creation & Editing

#### GENERAL

- Oversee the development of print material and other projects as needed and requested; write and/or edit the final product.
- Work with lead and site pastors on timing and content of email notes.
- Oversee the Next Steps blog.

#### STORYTELLING

- Curate a collection of stories of life change; conduct interviews, and strategically incorporate these stories into various communication channels (e.g., Sunday messages, online, video).
- Work with Production Team and ministries on sourcing of content/narration as needed.

#### GENEROSITY

- Work with key staff stakeholders to develop, champion and execute an effective giving/generosity communication strategy.
- Write generosity-related communication pieces (appeals, thank you letters, updates, etc.).

## ➤ **Digital Communication**

- Evaluate website to ensure effectiveness (in collaboration with the Director of Technology and Digital Communications Manager).
- Develop and implement Blackhawk's social media strategy across Facebook, Instagram and potential future platforms.
- Serve as the administrator for The Blackhawk Community Board, managing and monitoring content.
- Discover new ways to leverage existing content and provide valuable resources across multiple platforms.

## **Qualifications and Skills**

Stable, mature, growing disciple of Jesus Christ, committed to the values of Blackhawk Church

At least 3 years' experience in communication design and management

Strategic thinker with a strong knowledge of communication practices and techniques

Outstanding written and verbal communication skills

Strong editing skills

Demonstrated ability in organization, managing projects and meeting deadlines

Team-minded with outstanding skills in relationship-building, emotional intelligence and customer service

Demonstrated ability in giving and receiving constructive feedback

Able to thrive in a collaborative environment while staying true to the goal/strategy/mission

Natural researcher and learner; particularly keen on staying current with communication best practices

Able to set and maintain boundaries while remaining winsome

Self-initiator, responsible, flexible, problem-solver

Exercises mature and independent judgment, confidentiality and tact

Familiarity with Adobe Creative Suite, MailChimp, WordPress, social media scheduling software and project management software such as Asana

## **About Working at Blackhawk**

*At Blackhawk Church, we want to build a loving community that follows Christ in order to reach a community that is lost without Him. On Blackhawk staff, we consider it an honor and privilege to take part in this mission.*

*Our staffing philosophy is simple: connect people to roles they'll thrive in. Our hope is to – as much as is feasible – ensure people's skill, experience and passion align with their role so that they're not just *doing* the job but *thriving* in it. Our staff culture values collaboration, coaching/development, humble service and healthy relationships. Our team works really hard, and we have fun doing it. Lastly, we aim to provide a competitive benefit package, and we offer flexibility in schedule when possible and practical.*

*We are an Equal Opportunity employer committed to growing a diverse staff. We don't just accept ethnic and cultural difference – we celebrate it, we support it and we believe it's what God envisions.*