

Job Title: Communications Director
Department: Communications
Reports To: Worship Pastor
Classification: Full-Time

Position Summary

The Communications Director serves as the primary storyteller and brand guardian for LifeSpring Church, ensuring that all internal and external communications are clear, consistent, and aligned with the church's mission and values. This role leads the strategy, creation, and execution of all digital and print communication, manages church-wide content, and collaborates with ministry leaders to support and amplify their messaging. The ideal candidate is a creative communicator, a strategic thinker, and a quality-driven leader who is passionate about using media to help people connect with Jesus and the local church.

Key Responsibilities

1. Social Media & Digital Strategy

- Develop and implement a cohesive social media strategy across platforms (Facebook, Instagram, YouTube, etc.).
- Schedule, monitor, and engage with posts and community interaction.
- Track metrics and adjust strategies based on performance and trends.
- Stay current with best practices and platform updates.

2. Content Creation & Management

- Create compelling content (graphics, video, written copy) that reflects the church's voice and mission.
- Maintain a church-wide content calendar for announcements, events, and campaigns.
- Write and edit content for bulletins, newsletters, emails, and digital platforms.
- Work with volunteers and vendors as needed to produce quality video, photo, and design materials.

3. Ministry Collaboration

- Partner with staff and ministry leaders to understand communication needs and help them reach their target audiences.
- Provide tools, templates, and support for ministry-specific communications.
- Ensure ministry events and initiatives are promoted clearly and strategically.

4. Brand & Message Consistency

- Uphold and enforce brand guidelines, including tone, style, and visual identity.
- Serve as the final editor and quality control for all public-facing materials.
- Ensure alignment of all messaging with the church's theological and cultural values.

5. Website & Email Communication

- Maintain and regularly update the church website to reflect current ministries, events, and resources.
- Create and manage church-wide email campaigns and newsletters.
- Collaborate with ministries to ensure their online presence is accurate and engaging.

6. Event Promotion & Communication Support

- Develop marketing plans for major church events and sermon series.
- Coordinate promotional materials (print, digital, stage announcements).
- Support weekend services with media, slides, and communication needs.

Qualifications

Spiritual & Cultural Fit

- A growing relationship with Jesus Christ and a lifestyle consistent with biblical leadership.
- Agreement with LifeSpring's mission, vision, and theological beliefs.
- Full agreement with the beliefs and values of LifeSpring Church and the Baptist Faith and Message 2000.
- Humble, team-oriented, and passionate about seeing the Gospel communicated clearly.

Experience & Skills

- 3+ years of experience in communications, marketing, or media production
- Strong written and verbal communication skills.
- Proficiency in social media platforms, content management systems, email marketing tools, and graphic design software (Canva, Adobe Creative Suite, etc.).

Personal Attributes

- Organized and detail-oriented with strong project management abilities.
- Creative, strategic thinker with a passion for storytelling.
- Able to manage multiple projects and deadlines in a fast-paced environment.
- Self-motivated, flexible, and receptive to feedback.

Why This Role Matters

Clear, creative communication is essential to connecting people to Jesus and His Church. As Communications Director, you ensure that every message we share reflects the heart of our mission, fosters engagement, and helps people take their next faith step. Your leadership shapes how our church family stays informed, inspired, and connected. What you do will translate as the first impression many people will have with LifeSpring Church and Jesus Christ. You will play a pivotal role in helping LifeSpring Church take its next steps forward as we grow and evolve into who God wants us to be.