

Position Details

Reports to: Executive Director
Ministry Focus: Communications and Marketing
Hours: Full-time
FLSA Status: Exempt
Hired by: Executive Director with Leadership Team Approval
Updated: May 2026
Approved By: Leadership Team

Position Summary

The Communications Director provides strategic leadership and execution for all internal and external communications of Friendship Church. This role ensures clear, consistent, timely, and mission-aligned messaging across platforms, ministries, and campuses.

The Communications Director collaborates closely with ministry leaders, manages communication systems and workflows, and supports church initiatives through effective storytelling, branding, and appropriate print/digital presence. This position is also involved in content development and graphics production.

Responsibilities

Brand & Communication Strategy

- Develop and ensure compliance with communication and branding standards.
- Initiate, draft, coordinate, and send all church-wide/official communications, ensuring messaging aligns with voice, branding, and strategic priorities.
- Develop and implement a proactive social media strategy.
- Track and evaluate advertising campaigns and effectiveness.
- Serve as the primary point of contact for promotional outlets (e.g. Chambers of Commerce).

Content Creation & Creative Production

- Oversee development and production of communication materials: slides, emails, signage, banners, posters, postcards, table tents, brochures, sermon slides, social media content, promotional pieces.
- Coordinate and/or write blog postings, including scheduling, editing, posting, and promotion, as needed.
- Work with Graphic Designer on development of advertising campaigns.
- Create graphics and design documents as needed.
- Work with Video Specialist on script writing, storyboarding, and video approval.
- Design and order promotional items.
- Manage the Friendship Church merchandise shop.

Marketing, Advertising & Campaign Management

- Manage advertising and production schedules.
- Coordinate promotions with ministry leads.
- Manage direct mail campaigns, newspaper advertising, press releases, directory listings, and social media advertising.
- Coordinate Annual Report production.
- Coordinate quarterly giving letters with leadership and trustees.

Digital Communications & Technology

- Oversee website and app content and coordinate improvements with IT/webmaster.
- Manage membership of the Friendship Church Community Facebook page.
- Monitor and engage with social media users and accounts.

Editing, Quality Control & Brand Consistency

- Provide proofreading and editing support for departments.
- Ensure all communication materials maintain consistency, accuracy, and visual appeal.
- Approve final communication/video content.

Supervision and Administrative Oversight

- Supervise Graphic Designer, Video Specialist, and assigned administrative staff.
- Hire, train, coach, support, and manage department staff to maintain appropriate staffing and service levels.
- Conduct annual performance reviews.
- Lead weekly Communications Team meetings.
- Develop and manage the Communications Department budget.

Executive & Organizational Support

- Serve as a public relations liaison and back-up spokesperson for the church.
- Participate in weekly Ministry Team meetings, manage agendas and serve as primary note-taker.
- Coordinate activities for the Board of Trustees & Elders, including meeting/agenda coordination and prepare meeting packets.
- Coordinate the Annual Business Meeting.
- Provide strategic and logistical support for event planning.
- Lead planning for staff appreciation events (summer picnic and Christmas party).

Other:

- Attend conferences, seminars, classes, and meetings as required.
- Other duties as assigned.

Qualifications

Character and Faith Minimum Qualifications:

- Maintain a strong and growing personal relationship with Jesus Christ and be able to articulate that relationship.
- Agree with Friendship Church's Statement of Faith, Mission, and Values.
- Have a desire for spiritual growth, accountability, and corporate worship.
- To have a heart for collaboration with other team members
- Has a mature understanding of Kingdom purpose in the local church.
- Care deeply about people (Philippians 2:4)
- Enjoy working and interacting with people (John 13:35)

Education & Professional Experience:

- A minimum of a bachelor's degree in communications or marketing.
- Preferred: Five years or more of experience in same or similar role or roles involving professional writing, advertising, promotion, marketing, social media strategy.

Skills & Expertise:

- Excellent oral and written communication skills.
- Ability to prioritize and plan project components, meet deadlines, and work through time pressure.

- Strong working knowledge of public relations, promotional techniques, graphics, video, social media, and budgeting.
- Experience developing a proactive social media strategy and understanding of SEO.
- Proficient in using Canva or other programs for graphics design, or ability to learn.
- Familiarity with project management practices and software applications.
- Detail oriented with excellent project management skills.

Other:

- Must be a member of Friendship Church or agree to become a member within 30 days of employment.
- Work well independently with little supervision, and as a team member.
- Must be available to work on Sundays and major Christian holidays, as needed/assigned.