



Communications Director

Position Description

Position Details

Position: Communications Director

Reports to: Pastor of Worship and Communications

Hours: Full-Time (Exempt Position)

Hired by: Pastor of Worship and Communications and Leadership Team

Position Description Updated: 2026

Summary Description

The Communications Director advances Friendship Church's mission by leading clear, compelling, and consistent communication across campuses, ministries, and public channels. This is a hands-on leadership and production role that partners with the Pastor of Worship and Communications on communications strategy and leads its implementation through brand stewardship, graphic design and production, creative direction, effective systems, staff leadership, and prioritized ministry support.

Responsibilities

Lead Communications Strategy and Channels

- Partner with the Pastor of Worship and Communications (PWC) to develop and implement a churchwide communications strategy aligned with Friendship Church's mission, vision, and priorities.
- Oversee Friendship's primary communication channels, including website, app, email, social media, advertising, direct mail, print, and other appropriate platforms.
- Establish editorial direction, messaging standards, schedules, and governance for churchwide, campus, ministry, and subgroup communication.
- Coordinate major messages, campaigns, sermon-series communication, and organizational priorities with pastors, ministry leaders, and church leadership.
- Evaluate communication effectiveness and recommend when channels or practices should be added, changed, or discontinued.

Build and Lead Communications Systems

- Lead the design, implementation, documentation, and ongoing improvement of Friendship's tiered communications-support model.
- Develop and maintain clear Communications workflows, timelines, templates, and tiered support standards that align ministry needs and priorities with available Communications capacity.
- Equip ministry leaders to communicate effectively with their audiences through approved tools, templates, and ministry-managed channels.
- Advise church leadership when event volume, timing, incomplete requests, competing priorities, or repeated exceptions exceed sustainable Communications capacity.

Steward Brand, Creative Work, and Storytelling

- Serve as the primary steward of Friendship Church's visual and communications brand, including brand guide, messaging standards, templates, and asset library.
- Lead creative strategy and development for sermon series, major churchwide initiatives, campaigns, annual reports, giving communication, and other significant priorities.
- Own and personally execute prioritized graphic-production work within the established Communications tiers, using templates, contractors, and other approved support to expand capacity when appropriate.
- Direct video, photography, social, YouTube, LED-sign, and digital-content priorities in partnership with the Video Specialist and other approved support.

Oversee Print and Physical Communications

- Establish priorities, standards, schedules, and appropriate quantities for posters, table tents, lobby materials, signage, direct mail, and other physical communication.
- Serve as the primary producer of prioritized churchwide print materials, including preparing print-ready files and managing specialized printing and finishing processes, while delegating defined tasks or using outside support when appropriate.
- Periodically evaluate the purpose, effectiveness, placement, quantity, and labor needs of Friendship's physical communication.

Lead Staff, Resources, and Department Capacity

- Lead, coach, support, and develop the Video Specialist and any contractors, volunteers, or temporary production support.
- Establish systems, priorities, assignments, deadlines, quality standards, and accountability that enable the Communications team to manage requests, campaigns, recurring work, and production effectively.
- Manage the Communications budget and steward equipment, software, printing resources, outside-production relationships, and other departmental resources responsibly.

Collaborate Across Friendship Church

- Partner with worship, production, campus, ministry, and organizational leaders when their work intersects with communications.
- Provide communications counsel, clarify expectations, and equip leaders to work effectively within Friendship's communications systems.
- Participate in appropriate staff and organizational meetings and perform other responsibilities consistent with the role.

Requirements

Character and Faith Qualifications

- Demonstrates a strong and growing personal relationship with Jesus Christ and supports Friendship Church's Statement of Faith, mission, and values.
- Pursues spiritual growth, accountability, corporate worship, and active participation in the life of the church.
- Demonstrates humility, integrity, collaboration, care for people, and a team-oriented approach.
- Must be a member of Friendship Church or agree to become a member within 30 days of employment.

Education and Professional Experience

- Bachelor's degree in communications, marketing, graphic design, or a related field, or equivalent professional education and experience.
- Five or more years of experience in communications, marketing, graphic design, public relations, advertising, digital media, or a comparable role preferred.
- Experience leading communications strategy, campaigns, creative projects, staff, or contractors preferred.
- Experience serving a church, ministry, nonprofit, or faith-based organization preferred.

Skills and Expertise

- Excellent written, verbal, visual, and interpersonal communication skills.
- Able to develop communications strategy, identify audiences, shape effective messaging, and select appropriate channels.
- Proficient with Adobe Creative Cloud, particularly Photoshop, InDesign, and Illustrator, and able to produce professional-quality graphic work.
- Skilled in Canva, branded templates, digital content, social-media strategy, email, websites, advertising, public relations, and search-engine optimization.
- Familiar with video, photography, print production, creative workflows, and standard productivity, scheduling, and ministry software.
- Strong organizational and project-management skills, with the ability to manage competing priorities, meet deadlines, and maintain accuracy under time pressure.
- Able to collaborate effectively, establish healthy boundaries, communicate tradeoffs, and make evidence-based recommendations about priorities and capacity.

Other

- Must be available for occasional Sundays, major Christian holidays, community events, and significant congregational events as needed.

Salary Range DOQ: \$60,000 - \$75,000 per year plus comprehensive benefits package including medical, dental, vision, and life insurance plus 401K matching contribution

To apply: send cover letter, resume and application via our website at friendshipmn.org/employment