

CHRIST CHURCH CATHEDRAL

WIDENING THE CIRCLE OF GOD'S EMBRACE THROUGH HEART AND VOICE

DIRECTOR OF COMMUNICATIONS

Status: Exempt

Supervisor: Rector and Dean

Principal Function: Founded in 1837, Christ Church Cathedral was the first building erected on Monument Circle. Some 184 years later, our congregation continues to be a collaborator and leader in, with, and for our city, with a mission to widen the circle of God's embrace with our hearts, our hands, and our voices.

The Director of Communications helps us tell our congregation's story, celebrating the work God is doing among us, with us, and through us. Working with our Dean and Rector, the Director of Communications will be an integral participant in our congregation's upcoming season of strategic planning and visioning in April-December 2021. The Director of Communications will then help us develop and implement a practical communications plan that maximizes our connectivity, visibility, and presence, both inside the congregation and in the larger community.

The Director of Communications manages and leads the entire day-to-day communications process along with a part-time assistant and an assortment of external vendors. This includes everything from overseeing creative material development to marketing placement to video production to social media and website content management. A talented generalist who is able to manage many simultaneous projects well and knows when to outsource will thrive in this position.

Essential Duties and Responsibilities: Duties include, but are not limited to:

Administrative Leadership:

- Works with the Rector and Dean and external consultants, when necessary to implement and manage on a day-to-day basis a master communications plan that promotes the Cathedral's larger vision and mission.
- Oversees the production of all Cathedral communications including, but not limited to: publications, websites, videos, directories, signage, brochures, reports, giving requests, social media posts, stationery, and all other collateral materials, including the proofing and production of all materials, to ensure that they are consistent with the branding identity and mission of the Cathedral.
- Manages, hires, and develops all external vendors used for communications, e.g., graphic artists, website developers, videographers, editors, etc. Maintains external professional vendor relationships to assure the ongoing availability of specialized expertise, gifted freelancers, and reputable studios/producers when their services are required.
- Works with the Rector and Dean to develop and maintain the Cathedral's style guide and brand identity. Standardizes the Cathedral's messaging across all platforms and coaches staff members and volunteers in this area.

- Supervises and manages the vendor in charge of online worship to ensure brand and content consistency. Consistently seeks to connect online experience with offline in-person connections.
- Writes, edits, and oversees the design, layout and production of seasonal mailers, the weekly worship bulletin, and weekly e-news, emphasizing easy points of connection where our members, newcomers, and community members may engage with us in ministry.
- Develops and maintains connections to local media, serving as the primary media contact for Christ Church Cathedral and all Cathedral-related media events.
- Designs and develops all advertisements for Christ Church Cathedral, including creation, placement and production.
- Regularly maintains the Cathedral's website and social media accounts, keeping them fresh, inviting, focused on our mission, and easy to access.
- Designs and oversees the placement of the signage in the church building and on the Cathedral grounds, reflecting events and liturgical seasons taking place at the Cathedral as well as the Cathedral's mission and values.
- Tracks our progress by regularly monitoring and reporting communications metrics, studying the audiences the church is trying to reach, and uses that knowledge to recommend and implement campaigns and outreach strategies.
- Oversees and manages the Cathedral's communications budget.
- Consistently is the staff member who asks: "Does this event, brochure, advertisement, announcement, etc., communicate the vision and mission of Christ Church Cathedral?"

Ministry Leadership

- Is regularly present at least two Sundays a month for worship and fellowship activities to connect with members, to see our ministry in action, and to research current and future topics for publicity.
- Trains, equips and empowers lay and ordained leaders on how to communicate their ministry's vision and programming.
- Visits with all ministries on a regular basis, researching current and future topics for publicity, helping these ministries to communicate within the larger context of the whole Cathedral community and to the general public.
- Works with staff and volunteer leaders to create campaigns that attract, invite, and welcome newcomers and nearby residents to our services and events.

Additional Duties

- Performs other related tasks as assigned by the Rector and Dean or his designee related to communications.

Supervisory Responsibilities: This position will have supervision over a part-time communications assistant and will manage relationships with external communications vendors.

Qualifications: To perform this position successfully, an individual must be able to perform each essential duty according to the requirements of Christ Church Cathedral. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities.

Education and/or Experience: A Bachelor's Degree (B.A. /B.S.) in business, communications, or other related field is desired; and five plus years' related experience and/or

training; or equivalent combination of education and experience is required. Previous experience in a communications position is required. Previous experience working in a nonprofit organization, church, or business environment is required.

Other Skills and Abilities:

- Well-organized, able to manage multiple deadlines, priorities and connections. Be able to adapt and conform to shifting priorities and demands and execute accordingly with little supervision.
- Working knowledge of Microsoft Office suite, Google Office suite, Adobe suite, WordPress, and Photo Shop is required. Working knowledge of Realm/ACS and Monday or other online project management programs is a plus.
- An understanding of how to implement and maintain a master communications plan is required.
- Working knowledge of websites and the ability to edit and make updates in WordPress is required.
- Working knowledge of social media and the ability to implement, maintain, and monitor all Cathedral social media sites through dashboards (e.g. Restream, Later, Hootsuite) is required.
- Demonstrated ability to proof and manage the production of publications, videos, directories, brochures, reports, giving requests, stationery, and all other collateral materials and ensures that they are consistent with the branding identity of the Cathedral is required.
- Demonstrated ability to pay close attention to detail with commitment to follow-through is required.
- Demonstrated ability to work in a leadership role within a team is required.
- Ability to speak, read and write fluently in English is required. Bilingual ability in Spanish is a strong and desired plus. If not, the ability to collaboratively work with bilingual staff members and translation services/interpreters is required.
- Strong interpersonal skills, cooperative and collegial disposition are required.
- Ability to operate a printer, copy machine, scanner and other office equipment is required.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities.

While performing the duties of this position, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee frequently will stand; walk; and lift and/or move up to 25 pounds. The employee occasionally will climb or balance; stoop, kneel, crouch or crawl; and taste or smell.

Specific vision abilities required by this position include close vision (clear vision at 20 inches or less), distance vision (clear vision at 20 feet or more), color vision (ability to identify and distinguish colors), peripheral vision (ability to observe an area that can be seen up and down or to the left and right while eyes are fixed on a given point), depth perception (three-dimensional vision, ability to judge distances and spatial relationships), and the ability to adjust focus (ability to adjust the eye to bring an object into sharp focus).

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this position.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities.

While performing the duties of this position, the employee occasionally is exposed to working near moving mechanical parts, the risk of electrical shock, fumes or airborne particles and outdoor weather conditions when walking between the Cathedral and the parking garage. The noise level in the work environment is usually quiet to moderate.

Christ Church Cathedral offers shared workspaces and meeting spaces for confidential matters are arranged collegially. There may be occasions when the incumbent is required to work remotely and the Rector and Dean will provide the guidelines for such arrangement. Otherwise, the incumbent will be required to work during normal office hours from 8:00 a.m. to 5:00 p.m., Monday through Friday. This position will include some work on evenings and on Sundays twice a month, as assigned.

Signatures:

Incumbent's Signature

Incumbent's Printed Name

Date

Rector and Dean's Signature

Rector and Dean's Printed Name

Date