

# EVANGELICAL FREE CHURCH OF LETHBRIDGE

## Director of Communications

### **Mission:**

We love God, love one another, and love our neighbours so that people become passionately committed to hearing and obeying God, and teaching others to do the same.

### **Vision:**

We dream of being a movement of people who build bridges into our neighbourhoods and the world because God has created a bridge of love to us.

We desire to:

- passionately follow the Father and be transformed into His likeness
- graciously enfold anyone into our warm and loving, Spirit-led family
- boldly love our community, speaking hope through Jesus and reaching out to those in need

<b>Job Title:</b>	<b>Director of Communications</b>
<b>Department:</b>	<b>Operations</b>
<b>Hours:</b>	<b>Full Time</b>
<b>Salary:</b>	<b>Commensurate with Experience</b>

### **Purpose of the Position:**

To provide direction and oversight for all communications at the Evangelical Free Church of Lethbridge to ensure maximum effectiveness in achieving our Kingdom goals and objectives

**Reports to:** Executive Pastor

### **Education and Qualifications:**

- Bachelor's degree in Communications, Journalism, Public Relations, or a related field; related experience may be considered in lieu of education
- A gifted organizational leader, skilled in implementation and integration
- Big-picture planner, ministry partner, coach, and motivator
- Strategic and creative mindset
- Good written, oral, and interpersonal communication skills
- Attention to detail and ability to prioritize work tasks across a diverse set of people and multimedia platforms
- Teambuilder: ability to lead and work alongside staff and volunteers
- Highly motivated, with a commitment to excellence
- Committed to exhibiting a positive attitude and living a healthy, balanced lifestyle

- Experience and knowledge in copywriting, proofreading, and editing for all media platforms
- Proficiency in editing and design software from the Adobe Creative Cloud Suite
- Experience in web design and content production including proficiency in the content management system “WordPress”
- Proven social media and networking expertise
- Skilled in the Microsoft Office 365 suite of programs and Final Cut Pro

### **Core Responsibilities and Duties:**

- 1. Live an exemplary life as a disciple of Christ who seeks to hear and obey God’s voice, and teach others to do the same**
- 2. Educate and resource all staff and ministry teams with communication, assisting them to effectively design and distribute information relevant to their participants**
  - Model a supervisory style that draws staff closer to Christ, and creates unity towards our vision
  - Create and lead a team of staff and volunteers to assist in producing and facilitating seamless internal and external communication at EFCL
  - Assist all staff and ministry teams to ensure that communication plans are developed proactively rather than reactively
- 3. Oversee and unify the internal communication of EFCL ministries**
  - Develop and oversee a strategy for our church-wide digital (website, social media, and online presence) and print (guest services tools, bulletins, annual reports) communications
  - Assist the Executive Pastor in messages that need to be communicated to staff
  - Provide or ensure opportunities that all ministries in the church are creating communications plans to mobilize their specific audiences to respond
- 4. Guide and direct all external communications of EFCL ministries**
  - Monitor and respond to comments and questions on Facebook and Instagram, including weekday evenings and weekends
  - Develop brand guidelines and an approval process for the publication and posting of all communication, ensuring organizational consistency through clear planning and feedback for all methods of communication
  - Ensure organizational consistency in keeping with our brand guidelines through clear planning, feedback, and approval process for all methods of communication
  - Handle public relations, information output, press releases and media requests, social media and/or advertising campaign

**5. Manage and support EFCL's discipleship strategy**

- Maintain that all communication at EFCL, whether print material or video content, etc. including the EFCL website and social media platforms, demonstrate love and care
- Ensure that all communication from EFCL draws people closer to Christ and creates unity

**6. Other duties may be assigned from time to time as necessary**

If, after prayerful consideration, you feel called to this position then we want to hear from you.

To apply, please send the following in PDF format to [search@efreelethbridge.ca](mailto:search@efreelethbridge.ca) with the subject line 'Director of Communications':

- A cover letter expressing why you are interested and how your experiences have prepared you for this ministry
- Your comprehensive resume
- Your faith story
- Your philosophy of ministry

Applications will be received until a suitable candidate is found.