



VERTICAL CHURCH
ST. PAUL

COMMUNICATIONS DIRECTOR JOB DESCRIPTION

POSITION

Communications Director

REPORTS TO

Lead Pastor

JOB TYPE

Part-time (15 hours)

The Communications Director oversees Vertical's communication strategy under the direction and leadership of the Lead Pastor. The Communications Director will lead all components of communications and marketing to add inspiration, motivation, and clarity to church messages, as well as shepherd the congregation and external audiences toward the discipleship opportunities Vertical provides.

To be successful in this role, a person must be committed to their own personal discipleship in order to genuinely invite others to join them in sharing truth and pursuing discipleship, as well as possess the skills necessary to execute communications strategies.

QUALIFICATIONS

Character: Growing member of Vertical Church (or pursuing membership) who is engaged in the rhythms of discipleship

Competency: Joyfully and effectively works within the organizational structure of Vertical Church

Cultural Fit: Embraces the values, philosophies, and culture of Vertical Church

PRIMARY RESPONSIBILITIES

Internal church messaging and connections — communicate effectively with the body of people at Vertical, working in tandem with the Lead Pastor and the volunteers on the Media Team, through the following mediums:

- Website & Mobile App
- Print & digital materials
- Social Media
- Video & photography

- Spoken Sunday announcements

External communication — communicate with external audiences outside of the body at Vertical Church, creating a welcoming tone of invitation to connect with Jesus and Vertical Church using the same mediums listed above.

Lead the Media Team — oversee a volunteer team of ~10-15 consisting of the following skillsets, recruiting new members to fill vacant positions:

- Photographers
- Graphic designers
- Social media managers
- Videographers
- Writers
- Other creators

Brand management — Monitor the look, vibe, and feel of all communications materials representing Vertical Church, ensuring consistency and recognition.

PREFERRED SKILL SETS

- Canva Pro
- Planning Center
- Subsplash/Snap Pages
- Adobe Lightroom, Illustrator, InDesign, and Photoshop
- MailChimp
- Google Suite

COMPETENCIES

- *Leader.* A clear vision for effective ministry and the ability to lead others to accomplish it.
- *Communicator.* Displays excellent interpersonal communication skills, verbal and written.
- *Adaptable.* Flexible and responsive to change, both organizationally and technologically.
- *Detail Oriented.* Exceptionally organized with a high standard of excellence.
- *Team Player.* Humble, hungry, and smart. Eagerness to work as part of a team with a common mission and willingness to accept constructive feedback.

All staff members are expected to model flexibility and a willingness to take part in church activities and initiatives that may be outside of their normal, weekly responsibilities and to model servant leadership in their position. This job description is subject to review and revision.

To apply, submit your cover letter and resume to admin@verticalstpaul.org.



@verticalstpaul



admin@verticalstpaul.org



www.verticalstpaul.org



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