



## Communications Director

West Ridge Church, located in NW Atlanta, was founded in 1997 by Senior Pastor Brian Bloye. West Ridge has grown from just a handful of people meeting in an elementary school to over 5,000 people attending weekend services. Known as a non-traditional church, the mission of WRC has always been to lead people to become fully devoted followers of Jesus Christ. The Communications team exists to tell the story of what God is doing in and through our church and put Jesus on display.

### ROLE SUMMARY

Position is responsible for and focused on leadership and team development, oversight and execution of all aspects of Communications and Marketing outlined below:

### KEY RESPONSIBILITIES

#### Promotions

- Proactively develop strategies to clarify and communicate the weekly messaging of the church, in partnership with leadership and ministry leaders.
- Work in tandem with Creative Arts Pastor and team to create consistency in messaging.
- Develop systems to organize, prioritize and communicate promotional items related to WRC.
- Oversee all print and digital materials related to promotions, ensuring they are executed with excellence.

#### Digital Communication & Social Media

- Lead all efforts related to the creation, strategy, and execution of West Ridge Church digital communication channels.
- Oversee the strategy and execution of the weekly Live Stream.
- Creatively build followings on various social media outlets including but not limited to, Facebook, Twitter and Instagram.
- Oversee social media messaging and communication strategies, in coordination with the Social Media Manager.
- Lead messaging and strategy for social media advertising campaigns.

#### Design & Brand Management

- Lead efforts to design all art and promotional materials related to church-wide activities with a high standard of creativity, excellence and effectiveness.
- Network with contract and volunteer artists to develop graphic designs.
- Monitor the look, vibe and feel of all promotional materials representing WRC.
- Police the use of logos and images that represent WRC.

#### Team Development

- Enlist, equip and encourage qualified volunteer teams and interns to accomplish communications goals.

#### Media Relations

- Create positive relationships with local and national media.
- Oversee efforts related to securing or responding to media attention.
- Develop policy and procedures related to media relations.

# West Ridge Church | Creative Arts

## QUALIFICATIONS & REQUIRED SKILLS

- A heart for the local church, a growing relationship with Jesus Christ and a passion to use communications to reach others.
- Degree in communications, media, or related field, or at least 2-4 years experience in communications.
- Proficient in Creative Suite programs, such as Photoshop, InDesign, and Illustrator.
- Excellent written and oral communication skills.
- Proven ability to take projects from beginning to end.
- Organized and able to manage multiple projects.
- Action-oriented and displays focus, passion and initiative. Takes appropriate action when something needs to be done.
- Relates well to all kinds of people, builds effective relationships, communicates effectively both interpersonally and corporately.
- Organized, creative thinker and highly productive, working in a fast-paced environment.
- Committed to improvement, seeks constructive criticism, understands strengths and weaknesses.

**Schedule:** Sunday-Thursday

**Average Hours/Week:** 40-45

**Status:** Full Time, Exempt

**Location:** West Ridge Church - Dallas, GA

**Reports To:** Creative Arts Pastor

*The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of employees. West Ridge Church Leadership reserves the right to revise the position, its job functions, minimum qualifications and other aspects of the position in any way at any time.*