

MISSION:

To love and lead people to a life-changing connection with Christ.

VALUES:

Fun – We believe that having a good time together matters!

Impactful – We're committed to making a positive difference together in Jesus' name!

Growing – We are always moving toward God's best!

Creativity – We want to be imaginative, original, innovative, and artistic for God's glory!

Accepting – We understand that we're all a work in progress, so all are welcome here!

Passionate – We insist on expressing enthusiasm and lively excitement about life in Christ!

Supernatural – We desire to encounter the presence of God and engage our spiritual gifts!

PURPOSE:

To lead in the creation of systems and strategies for developing all significant church and ministry communications in a manner that is consistent with Centerpoint's vision and brand identity.

ACCOUNTABILITY:

The Communications Manager is accountable to the Comm & Experience Director.

FIT:

The Communications Manager is a facilitator of creativity, a collaborator, a strategic thinker, a partner for improvement, a brand ambassador, and a strong leader. They are well versed in the areas of Communications, (verbal, written, post-writing, branding, internal and external campaigns, print, social media, etc), possess acute knowledge in Digital Marketing, and have the ability to interpret and implement vision within the digital arena regarding technologies and trending and sustainable marketing for CP. This person must be creative and able to think outside the box in communications design with an inherent sense of what works artistically, strategic in piecing together the big picture, and organized with the capacity to juggle multiple projects while managing time, team, and meeting deadlines.

It is expected that the person in this role is a regular attendee of Centerpoint's weekend services, is Spiritually mature, and can model the Christian life and financial stewardship. This person is an active, Covenant Member of Centerpoint Church.

KEY RESULTS AREAS:

The Communications Manager is responsible for ensuring a consistent experience across multiple touchpoints:

TEAM SUPERVISION, STRATEGY, & COLLABORATION

- Oversee and actively project manage the day-to-day operation of the Communications Department to realize the successful execution of all church communications responsibilities.
- Works with the C&E Director to develop an effective and efficient Communications team that can successfully integrate church values into team dynamics and projects.
- Build and maintain positive relationships with all ministry partners, giving vision and direction to all ministry communication in a way that aligns with the vision and mission of CP.
- Work with ministries and church leadership to develop process improvements for delivering excellent content and communications materials.
- Support ministry events with marketing and communications support, and guides promotion

MARKETING & PROMOTION

- Develop and direct effective and comprehensive communication to the entire church body providing clear pathways for all to connect and engage in the life of the church
- Execute strategy and systems to organize, prioritize, and communicate all external CP promotions and campaigns, print and digital, 6-12 months in advance
- Create communication strategies and plans to market, inform, and promote teaching series, big events, and other campaigns assigned, and execute those plans
- Creates communication strategies for ministry partners' events and offerings
- Oversees the creation and distribution of all written and print materials related to Communications including both digital and print
- Direct the strategy of creative content across all comm channels including social media
- Have a vision to manage social media messaging and develop strategies to shift social media from an announcements platform to value-added content for current and prospective churchgoers
- Coordinate efforts to design all art and promotional materials related to church-wide activities with a high standard of creativity, excellence, and effectiveness
- Other duties as assigned by the C&E Director

BRAND MANAGEMENT

- Manage the church's brand identity and monitor and establish accountability for the appropriate use of the CP Visual Identity
- Monitor the look and feel of all promotional materials representing CP to ensure adherence to brand guidelines
- Lead the charge to capture and share stories of life change and Centerpoint impact
- Create policies and procedures related to media relations
- Create positive relationships with local and national media
- Oversee efforts related to securing or responding to media attention
- Oversee the implementation of a Communication style guide
- Other duties as assigned by the C&E Director

WEBSITE

- Manage all aspects of CP-related websites. Websites should display artistic and creative excellence and content should be kept current and appropriate to CP
- Evaluate and establish standards of scope, technology, distribution, promotion, and operational efficiency for all web functions
- Lead all efforts related to the creation and development of all websites (may create and develop sites internally or work with web development companies)
- Monitor success through an established set of metrics (ex. increased website use, etc.)
- Proactively work to make sure CP maintains an effective presence on the web including style/presence, search engine optimization, and new/emerging technology applications
- Assist Weekend Experience Pastor in blog sites, e-newsletters, and other web-related issues
- Other duties as assigned by the C&E Director

QUALIFICATIONS:

- Must have a strong understanding of communications strategy, writing/editing, and graphic design principles, and social media with a high value on engagement
- Must have a heart for the local church, a growing relationship with Jesus Christ, and a passion for using communications to reach others
- Must be able to capture the vision of ministry leaders when developing communications
- Must have excellent written and oral communication skills
- Must have strong interpersonal skills and experience building volunteer teams
- Must have a proven ability to take projects from beginning to end
- Must be structured and organized and able to keep track of details for multiple projects simultaneously
- Bachelors in Communications, Marketing, or related area preferred

- Minimal 3 years experience in related field with proven success

COMMITMENTS:

- 1) Committing to daily quiet time with God.
- 2) Participating in a Centerpoint small group on a regular basis.
- 3) Setting appropriate boundaries to protect character and integrity.
- 4) Developing personal evangelism opportunities within and outside the church.
- 5) It is expected that the person in this role is a regular attendee of Centerpoint’s weekend services, and is a member of Centerpoint Church. All Centerpoint staff volunteer to serve in some ministry area in addition to their paid position.
- 6) It is expected that staff of Centerpoint Church will tithe to Centerpoint Church. The unique nature of the church is that our salary comes from the worshipful offerings of all of God’s people. All CP staff are expected to participate in the same way, giving financially on a regular basis as a tither to further the mission of the church. We will never take for granted that God’s people’s giving allows us to receive part of our livelihood - and we will participate personally by tithing 10% of our income. This will help to create a culture of generosity, trust, and stewardship that makes our jobs with Centerpoint possible.
- 7) Adhere to and encompass the qualities and characteristics required of Centerpoint Church employees, as defined by the Employee Handbook.

POSITION EXPECTATIONS:

- This is a full-time, 40 hour per week in person position, primarily Monday through Friday
- This position will routinely require Sunday availability, though not weekly
- This position requires participation and working hours during Christmas, Easter, Seek Week, and Fall Launch services.
- Candidates must be cleared through background check
- Commit to working as a team with people and departments
- Be respectful and kind in all your dealings with staff, volunteers and the people we serve
- Develop your unique voice within the team
- Read and agree to abide by the policies of our Employee Handbook
- This is a supervisory position and will supervise the Content Creator who is also full-time

Centerpoint Church maintains an “employment at will” policy. This means that just as you are free to end your employment with Centerpoint at any time for any reason, Centerpoint is also free to end the employment relationship with you at any time for any reason, with or without cause or advance notice, as long as we do not violate any applicable federal or state laws.

By signing below, I certify that I have read the above information and understand that my employment with Centerpoint Ministries is at-will.

Employee Name (Print)	Signature	Date
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Weekend Experience Pastor (Print)	Signature	Date
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Executive Director/Pastor (Print)	Signature	Date
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