

**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 craft and implement effective communication strategies, ensuring that all written, visual, and digital content reflects Centerpoint's vision and brand identity.

**ACCOUNTABILITY:**

The Communications Specialist is accountable to the Comm & Experience (C&E) Director.

**FIT:**

The Communications Specialist is an organized, detail-oriented, and collaborative professional with expertise in creating and executing communication across multiple platforms. They are a hands-on facilitator of creativity, excelling in written and digital communication, and are passionate about engaging audiences effectively. This person must be creative, and forward-thinking in communications design with an inherent sense of what works artistically, strategically piecing together the big picture. The Communications Specialist must thrive in a fast-paced environment, juggle multiple projects, and meet deadlines while maintaining a high standard of quality.

It is expected that the person in this role is a regular attendee of Centerpoint's weekend services, is Spiritually mature, and an active partner of Centerpoint Church.

**KEY RESULTS AREAS:**

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

**PROJECT MANAGEMENT, & COLLABORATION**

- Work alongside the C&E Director to actively project manage the day-to-day operation of the Communications Department ensuring timely and effective execution of campaigns and projects.
- Help the C&E Director develop an effective and efficient Communications team that can successfully integrate church values into team dynamics and projects.
- Recruit, develop, and train a team of volunteers to assist in the implementation of communications
- Build and maintain positive relationships with ministry partners, giving vision and direction to ministry communication in a way that aligns with the vision and mission of CP.
- Work with the C&E Director and ministries to develop process improvements for delivering excellent content and communications materials.
- Support ministry events with marketing and communications support while guiding promotion

## **CONTENT CREATION & MARKETING**

- 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
- Specialize in creating compelling, audience-focused content for teaching series, events, and campaigns across multiple platforms
- Execute the C&E Director's strategy and systems to organize, prioritize, and communicate all external CP promotions and campaigns, print and digital, 6 months in advance
- Executes communication strategies for ministry partners' events and offerings
- Direct and implement the strategy of creative content across all comm channels including social media
- Develop and distribute clear and engaging weekly church-wide emails to communicate important updates, events, and messages
- Oversees the creation and distribution of print materials in collaboration with the Graphic Designer
- Manage social media messaging shifting the focus from announcements to value-added content for current and prospective churchgoers
- Coordinate with creative teams to design professional promotional materials with a high standard of creativity and excellence
- Other duties as assigned by the C&E Director

## **BRAND MANAGEMENT**

- Ensure consistent application of the Centerpoint brand identity across all communications
- Monitor the look and feel of all promotional materials to ensure adhesion 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 and build positive relationships with local media
- Other duties as assigned by the C&E Director

## **WEBSITE**

- Maintain and Optimize Centerpoint websites, ensuring accessibility, functionality, and alignment with brand standards in collaboration with the Centerpoint Technology Team.
- Lead efforts to create landing pages, blogs, and other web-related content
- Monitor success through an established set of metrics
- Proactively collaborates with the Technology team to make sure CP maintains an effective presence on the web including style/presence and search engine optimization
- Proactively implement new and emerging technology to enhance Centerpoint's online presence
- Other duties as assigned by the C&E Director

## **REQUIRED QUALIFICATIONS:**

- Proven experience in developing high-quality written, visual, and digital content for diverse audiences
- Strong understanding of communications strategy, graphic design principles, and social media best practices for engagement
- Excellent written and oral communication skills
- Proficient in tools such as email marketing platforms, and social media management tools
- Structured, organized, and able to keep track of details for multiple projects simultaneously
- A heart for the local church, a growing relationship with Jesus Christ, and a passion for using communication to reach others

## **PREFERRED QUALIFICATIONS:**

- Knowledge of basic HTML and CSS
- Bachelors in Communications, Marketing, or related area
- The ability to work in the Adobe Creative Suite would be a bonus
- Certifications in SEO, Google Analytics, or other digital marketing tools are a bonus.

## **COMMITMENTS:**

- 1) Committing to daily quiet time with God.
- 2) Participating in a Centerpoint small group regularly.
- 3) Setting appropriate boundaries to protect character and integrity.
- 4) 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.
- 5) It is expected that the 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.
- 6) 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
- Schedule flexes between Monday - Friday and Sunday - Thursday as needed.
- Availability is required during Christmas, Easter, Seek Week (Jan), and Fall Launch services.
- Candidates must be cleared through a background check
- Committed 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 may be a supervisory position DOE, supervising the Graphic Designer 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

Supervisor Name (Print)	Signature	Date