



Last updated: September 2023

Director of Communications

Position Description

Crossroads is a contemporary church of approximately 3,500+. We are experiencing a season of growth and development as we have launched an initiative to start new campuses throughout our region. In the Fall of 2018, Crossroads was listed by Outreach Magazine as the 31st fastest growing church in America and has remained on that list for 3 consecutive years. Crossroads is located in Mansfield, Ohio, a city of 50,000 people in a region of 225,000. The Mansfield area is conveniently located on two major highways, and sits between two major cities - Columbus, and Cleveland. There are many family-friendly attractions in the area, and many outdoor activities year-round. For more information on all that the area has to offer visit <http://www.mansfieldtourism.com>.

The mission of Crossroads Community Church is to "Lead People to the Truth that Transforms Lives in North Central Ohio and Around the World." Crossroads strives to accomplish this mission through three distinct core values: 1. Committed to Glorifying God 2. Connected in Community and 3. Called to Share. Crossroads is a dynamic church with people eager for the effective work of God's Word to transform them. We want to continue to grow in our use of creative media and storytelling capabilities and are looking for a Communications Director to help lead in these vital areas.

The Communications Director will lead, align, and grow the Communications department to fulfill the mission of Crossroads and support our core values. Specifically, this role will help oversee all Communications strategies and projects for internal and external marketing and will empower teams of volunteers to assist with communications projects. The Communications Director will champion Crossroads DNA by dynamically and effectively casting vision for the church-wide approach to Communications, specifically as it relates to branding, advertisement, and the use of online platforms. We believe visual excellence and creative communication can provide powerful tools that help connect the hearts of people to the person of Christ.

This position requires a strong storyteller with proven visionary leadership with excellent organizational skills; A person who is passionate about visual excellence, building creative teams, and futuristic planning. This candidate should be one who thrives in a fast-paced environment, who is creative and on the cutting edge of artistic digital communication. Experience with large multi-site churches is ideal. This position reports directly to the Executive Pastor with additional oversight from the Worship Arts Pastor. This position also collaborates with several staff and volunteers to create effective communications materials that inform our community of what God is doing through Crossroads and tells compelling stories in meaningful and impactful ways.

This is a full-time, FLSA exempt position. This position involves working some weekend hours; a mutually agreed upon day off during the week will be provided. Benefits are applied as detailed in the employee manual.



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Communications Director | Job Description

POSITION: Communications Director (Full-Time)

REPORTS TO: Executive Pastor with additional oversight from Worship Arts Pastor

POSITION SUMMARY:

Responsible To:

- 1) Create strong graphic designs, visual media, communication materials, and strategies and for internal/external marketing, promotion, and communication - using diverse mediums.
- 2) Build a communications team of social media, and design talent that can assist in the creation of Crossroads digital and print content (*ex. writers, editors, graphic designers, social media managers, etc.*).
- 3) Develop successful brand strategy that drives church engagement and attracts new church members.
- 4) Develop brand voice and maintain brand integrity across all ministries and platforms.

KEY RESPONSIBILITIES:

- **GRAPHICS:** Serve as head graphic designer. Oversee the creation of Crossroads digital and print content. Ensure that designs reflect a professional caliber and show an understanding of current/trending fonts/typography, color, composition, and form. Continuously evaluate and make changes to existing materials (*ex. trifold, booklets, etc.*) Also, oversee the digital organization and archiving of all designs and materials.
- **TEAMS:** Build a communications team of leaders that generate creative content and help manage social media for various Crossroads' ministries and campuses to inspire, promote Crossroads, and drive church engagement.
- **COMMUNICATION STRATEGIES / CHANNELS:** Oversee the effective use, relevant messaging, and scheduling of our various communication channels including website, app, social media platforms, in house print, weekend service and announcements. Manage external media relations and develop contacts with media members, influencers, and community leaders (*ex. paper, radio, billboards, sponsorship ads, etc.*). Help generate promotional and marketing concepts that are not just informational, but inspirational with strong storytelling elements. Assist team/partners as needed with photoshoots, video content, and other content creation for brand consistency and effective communication. Help evaluate and elevate internal/external marketing effectiveness and online presence. Track engagement across various platforms and make data-driven decisions. Work with Worship Pastor and other key leaders to ensure that the all the weekend service elements effectively communicate our brand and mission.
- **COMMUNICATIONS CALENDAR:** Develop a comprehensive yearly calendar reflecting an overall communications/marketing plan for Crossroads. The plan/calendar should include yearly items such as series launches, community group launches, event promos, baptisms, communion, ministry highlights. The plan/calendar should also specify what communication channels will be utilized for promotion and communication. This position will attend weekly executive team meetings to keep calendar current and represent/speak to marketing and communications needs and initiatives.
- **BRAND COHESION:** Resource ministries/departments with style guides and materials that help maintain effective and brand-consistent communication practices (*ex. logo usage, fonts, colors, clear info, language use*).
- **RESEARCH:** Maintain a multi-faceted knowledge of multimedia, and latest trends used in marketing and communications. Research similar ministries, cost-effective marketing channels, and ideas outside of our current scope to stay current and effective. Also, maintain working knowledge of Crossroads ministries and develop comprehensive calendar for projects, communication, and launches.
- **MEETINGS:** Attend weekly executive team meetings to maintain a current calendar and represent/speak to marketing and communications needs and initiatives. Meet regularly with overseers for oversight, discipleship, and leadership development. Attend staff meetings, creative meetings and others as determined by overseers.
- **BUY IN:** Champion the DNA, culture, ministry/organizational initiatives of Crossroads Church. Actively participate in the church fellowship opportunities offered to our congregation.
- **BUDGET:** Propose/maintain budget for communications department.
- All other duties as assigned.



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REQUIREMENTS AND QUALIFICATIONS:

- 4-year degree in communications, marketing, graphic design, or similar field preferred.
- Must be willing to sign Crossroads membership covenant.
- Strong written, verbal, and digital communication skills.
- Proficiency with Adobe suite.
- Proficiency with online communication outlets including social media platforms.
- Organized and strategic leader.
- Experience leading in a church of 1,500 or more.

PERSONAL PROFILE

- Creativity. Able to produce exciting and interesting content.
- Aesthetic eye. Able to add beauty and visual excellence to communication elements.
- Ability to prioritize and meet projects deadlines in a fast-paced environment.
- Teachable and flexible leader. Open to change and constructive criticism.
- Actively pursues growth in character, chemistry (team) and competence (leadership and creative expertise).
- Enjoys collaboration and teamwork.
- Self-starter, organized, efficient and able to strategize, and able prioritize projects.
- Analytical skills to solve problems and find the best way to convey a message.
- Creative thinker with the ability to use analysis and data to inform strategy.
- Passionate vision for creative storytelling through communication materials.
- Can effectively lead teams and projects when under pressure, time constraints and unexpected challenges
- Humble, servant-hearted listener.
- Enthusiastic about improvement. Serves with a positive attitude and a 'can-do' spirit.
- Proven ability to meet expectations and deadlines in a timely manner while working with minimal supervision or alone.
- Possess solid time management skills and work-life balance.
- Ability to multi-task in a fast-paced environment and meet project deadlines.
- Strong Communicator able to teach and maintain systems/processes.
- Passion for empowering and launching the next generation of visual artists.

QUALIFICATIONS:

- Have an intimate and growing personal relationship with Jesus Christ.
- Be fully committed to living a godly life both in public and private. A person of character and demonstrated lifestyle of integrity consistent with Biblical principles (1 Tim. 3:1-7).
- Be fully committed to his/her family by lovingly leading his/her spouse and children in life and ministry.
- Be willing to join the family of Crossroads Community Church as a member.
- Agree with overall ministry philosophy and direction of Crossroads. Demonstrate enthusiasm for the mission and vision of Crossroads and actively engage in church and personal efforts to live out and further them.
- Be committed to the ministry of Crossroads Community Church and see his/her role as one of shepherding and guiding Crossroads' tech team members to be fully devoted followers of Jesus Christ.
- Sees himself/herself as leader of leaders as well as a team player who is willing to work within the boundaries of the pastoral staff, elder board, and leaders in the ministry.
- Accessible, responsive, and flexible team player able to serve collaboratively with multiple leaders.

PREFERRED PROFESSIONAL KNOWLEDGE AND EXPERIENCE:

- Adobe Creative Suite (**Photoshop, Illustrator, InDesign are a must*) and aptitude to learn other software applications.
- Microsoft Suite: Word, Excel, Outlook.
- Sharp editorial, and creative publishing skills.
- Website design and web layouts.
- Familiar with HTML, CSS, JavaScript, ActionScript (experience with Flash and Action Scripting is a plus).
- Familiar with UI/UX Techniques and graphic optimization techniques.
- Standard Church Resources: Planning Center Online, ProPresenter, CCB.