

Communications Director

Hours: 40

Reports to: Creative Arts Pastor

Direct Reports: Visual Media

Specialist & Content

Creator/Copywriter

Education: Bachelor's degree in Film, Media Production, Communications, Graphic Design, Visual Arts, or 3+ years of experience in a related field preferred

The Objective:

The Communications Director is a strategic leader who guides the message and voice of Spring Creek Church. This role ensures that every piece of communication reflects the heart of the church, engages the congregation, and clearly communicates the gospel. The ideal candidate is not only a gifted writer and creative thinker, but also a confident decision-maker, able to say “no,” “not yet,” or “not that way” when needed to protect clarity, brand integrity, and communication flow.

Key Areas of Responsibilities:

Strategic Leadership & Brand Oversight

- Lead the overall communication strategy for church-wide initiatives, events, and ministries
- Manage and protect the content calendar, ensuring clarity and prioritization of key messaging across platforms (*including Sunday Service hosts and announcements*)
- Uphold the brand voice, ensuring consistency across all communication platforms
- Collaborate with ministry leaders to clarify goals, offer strategic input, and guide effective messaging
- Exercise sound judgment when requests are unclear, off-brand, or poorly timed; providing alternate solutions or timelines as needed

Messaging & Storytelling

- Write or edit high impact copy for emails, web, print, and social media
- Craft clear, compelling messages that reflect the mission of Spring Creek and inspire engagement
- Lead the development of stories, testimonies, and content that reflect what God is doing in and through our people
- Ensure all communication is gospel-centered, audience-aware, and aligned with church values

Team & Project Oversight

- Supervise and develop the communications team (*copywriter, coordinator, visual media specialist*), providing feedback and support
- Coordinate project timelines and ensure all materials are delivered with excellence and on time
- Oversee email campaigns, website updates, social posts, printed materials, and internal communications
- Manage publishing tools and workflows (*web CMS, Constant Contact, scheduling platforms, etc.*)

Visual Direction

- Set the creative direction for campaigns and events
- Delegate execution of photography, video, and design needs to the Visual Media Specialist
- Review and approve final visual deliverables to ensure alignment with brand and strategy

Qualifications:

- Strong, confident leadership with the ability to guide, redirect, and prioritize across multiple departments
- Excellent copywriter and communicator with experience writing engaging content for web, email, print, and social
- Strategic thinker with strong project management skills and attention to detail
- Proven experience managing communication in a church or nonprofit context
- Proficient in digital tools like Constant Contact, Canva, WordPress, and social media platforms
- Bachelor's degree in Communications, Marketing, Journalism or 3+ years of experience in a related field preferred