



Town + Field

CHURCH

COMMUNICATIONS DIRECTOR - JOB DESCRIPTION

Purpose:

The Communications Director is a strategist, conceptualizing and executing solutions to bring clarity to the Town + Field Church brand, communicating internally to the congregation and externally to our community, bringing oversight to all communications related projects both digitally and in print.

The Communications Director will serve as the brand champion of the visual and verbal brand of Town + Field Church. They will be the manager, quality controller, and in most cases, developer, designer, and writer of digital and print mediums of Town + Field Church and its ministries.

Accountability:

While under the supervision of the Executive Director of Ministries, this role will bring leadership to a creative team (primarily volunteers and contractors) that collaborates with various Town + Field Church ministry leaders to move forward the church's vision.

As such, the Communications Director will be a brand champion and visionary - providing creative direction, administrative execution, and oversight to collaborative efforts - with the guidance of the respective ministry associated with the project.

Responsibilities:

1. Sunday Gatherings – design and produce excellent communication pieces for enhancing the effectiveness of Sunday services; including:
 - a. Sermon series graphics design
 - b. Develop and design print/digital resources
 - c. Service slides - including pre-service, announcements, sermon
 - d. Bulletin writing/design
2. Ministry Communication – provide artistic and strategic leadership to an integrated communication plan for all external and internal messaging of Town + Field Church ministries* , including:
 - a. Social media – content creation & coordination (scheduling & promotion)
 - b. Print development – create invitations, signage, posters, banners, etc.
 - c. Digital - maintain/manage website and app content
 - d. Video - consult on and engage with video projects to ensure consistency with overall the communications plan

*ministries include: Next Gen, The Grove, Community Groups, Starting Point, Alpha, Town + Field Stories, etc.

3. Big Days & Events – provide direction to the design and communication for engaging our people and inviting our neighbors to Big Days and special events; this includes promotional pieces, advertising, and print/digital invitations for events such as :
 - a. Fall Kick Off/Block Party
 - b. Trunk or Treat
 - c. Christmas Eve Service
 - d. Easter Eggstravaganza
 - e. Summer Camps and 24/7 Prayer, etc.
4. Special Initiatives
 - a. Develop print and/or digital promotional pieces for special activities such as Christmas Believe Campaign, Global Outreach Month, Fund Development, Baptisms, etc.
 - b. Design and consult on interior and exterior building signage and environments
 - c. Ministry Collateral - name tags, swag and signage
 - d. Marketing and promotional strategy
5. Leadership and Management
 - a. Brand Champion - maintaining brand standards (visual and verbal) and counseling others on the team regarding brand direction
 - b. Recruiting and managing communication staff, volunteers, contractors as needed
 - c. Contributing to strategic discussions and issues, especially with a communications perspective

Qualifications and Skills:

The ideal candidate will have the following qualifications:

- Post-secondary training in Communications and/or Graphic Design
- 3 to 5 years of relevant experience in communications or graphic design and knowledge of communication practices and principles
- Proficient at using Adobe Creative Suite (especially InDesign, Illustrator and Photoshop)
- Strong writing, grammar, punctuation and proofreading skills
- Knowledge and experience with social media, including Facebook and Instagram, and scheduling platforms like Hootsuite an asset
- Relevant experience building graphics and digital communication pieces for digital media and print
- Knowledge and experience working with vendors, including printers, marketing, digital, etc.
- Experience and knowledge of marketing in a non-profit setting
- The ability to take parameters of a project and design from concept to creation - with demonstrated talent in design
- Understanding and experience adhering to marketing brand standards and design guides
- Ability to work independently as well as part of a team
- Detail-oriented, organized, and creative
- Ability to prioritize, work well under pressure, and meet tight deadlines
- Excellent project management skills
- Experience managing other creative professionals an asset
- Web design experience an asset
- Photography skills an asset

Terms and Requirements:

This is a part-time position with the individual carrying out his or her responsibilities by working an average of 20-24 hours per week with approximately 12-15 required in the office. The successful candidate will operate under the guidance of Town + Field Church's policies, By-laws, Statement of Faith and Leadership Agreement. Employee benefits and policies are laid out in the Personnel Policy Manual.

The individual is expected to regularly attend Town + Field Church Sunday services and actively participate in the life of the church.

To apply, please send a resume and a link to your portfolio to clement@townandfield.ca