



Job Title: Director of Communication Arts

Purpose Statement:

The Director of Communication Arts is a creative leader with a passion for effectively and creatively present information and vision to the church body, church staff, and the surrounding community. He/she is enthusiastically focused on Open Door's mission and on supporting and communicating that mission. He/she is a proven collaborator and team builder who possesses visionary, team-based leadership that seeks out new, creative, and culturally effective ways to present information. He/she is an effective communicator capable of conveying complex ideas to a multigenerational and diverse target audience. He/she is gifted in leadership, creativity, and communication strategies.

Compensation: This is a full-time salary position with benefits.

Work Schedule: 40-45hrs /week. Monday-Friday.

Reports to: Executive Pastor

Core Responsibilities:

- Maintain a distinct brand which delivers an accurate portrayal of Open Door, its vision, and the God we represent.
- Lead the development and direction of all internal and external communications including, but not limited to, weekend announcements, church-wide messaging, external communications channels (print, broadcast, social media, website, app, direct mail, etc.), press interactions, comprehensive publicity plans for major church events and other communication tools to support specific ministry and organizational needs.
- Recruit, train, encourage, and develop volunteer teams for engagement in the Communications Department including, but not limited to, tasks necessary for the ongoing operation of the print shop, photography, social media, videography, etc.
- Assist and implement creative ideas for various ministries as they organize and produce events and services.
- Lead or guide messaging as part of video production team.
- Recruit, train, encourage, and develop volunteer teams for engagement in the Communications Team including tasks necessary for the ongoing operation of the print shop, photography, social media, videography, etc.

- Participate on the Worship Arts Creative Planning Team for weekly planning and production of thematically integrated services.
- Develop annual ministry plan and budget for Communication Arts Team.
- Continue to hone technical and graphic design proficiency.
- Lead, develop and empower Communication Arts staff members.

Specific Responsibilities:

1. Design & Print

- Oversee all print / graphics jobs, equipment and operations including the oversight of the part-time communications staff.
- Be responsible for all print / digital materials including weekly bulletins and other publications.
- Lead efforts to design all art and promotional materials related to church-wide or ministry activities with a high standard of creativity, excellence, and effectiveness.
- Network with volunteers and staff artists to develop graphic designs.

2. Websites & App

- Manage all aspects of Open Door related websites and app including timely updates and/or changes to ensure an excellent user experience.
- Lead all efforts to ensure consistency in design and content of websites.
- Proactively work to make sure Open Door maintains an effective and inviting presence on the web including search engines, emerging platforms.

3. Promotions

- Develop a system to organize, prioritize, and communicate promotional items for Church of the Open Door.
- Create communication strategies to market, inform, and promote teaching series, major events, and other campaigns assigned or initiated by the Strategic Advisory Team.
- Oversee all written materials related to promotions.
- Be responsible for editing and proof-reading for accuracy and appropriateness.

4. Social Media

- Grow Open Door's social media presence (incl. Facebook, Twitter, and Instagram, etc.)
- Manage on-going social media messaging and advertising strategies.
- Creatively increase followers and engagement on social media platforms.

5. Video

- Work closely with the Open Door video team throughout the production process to produce creative and effective promotional videos and stories. Be involved in concepting, scripting, filming, editing, and post-production.

- Strategize creative ways to use video to promote and send clear messages to the church and to the world (e.g. Adventure stories, baptism testimonies, etc.)

6. Worship Arts

- Assist in creating weekly Host Pastor Script for announcements.
- Work in tandem with the Worship Arts Team to create consistent messaging.
- Develop creative ways to communicate desired announcements within the worship service.
- Join brainstorm and creative sessions in developing worship series and programs.

7. Brand Advocate

- Monitor the look, vibe, feel of all promotional materials.
- Approve the use of logos, images and publications that represent Open Door.
- Create and develop a Style Guide to ensure the correct and consistent branding of Open Door.

8. Facilities Signage

- Responsible for all external signage messaging including temporary event advertising.
- Electronic sign content management and approval for all locations.
- Monitor and update inside signage for all campuses to ensure clear directions for guests.

9. Media Relations

- Create positive relationships with local media to serve as a resource and explore opportunities for engagement and inclusion in relevant stories.
- Manage a regular press release schedule.
- Oversee efforts related to securing or responding to media attention.
- Develop policy and procedures related to media relations.

10. Volunteer Teams

- Volunteer teams are critical to the effectiveness of the communications ministry at Open Door, as such, develop and disciple volunteers to accomplish communications goals.
- Recruit, train, and care for volunteers such as artists, designers, photographers, videographers, reporters, and writers.

Competencies:

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| • Highly creative | • Positive and optimistic attitude |
| • Strong, collaborative, leader | • Flexible |
| • Tuned in to cultural trends | • Ministry minded |
| • Team player | • Patient |

- Self-starter
- Visionary
- Follows detailed and/or conceptual instruction well
- Takes Initiative and initiates communication with others
- Compassionate
- Good listener
- Maintains confidentiality
- Organized
- Strategic planner

Qualifications:

- A mature, growing believer with a clear understanding of the Gospel, along with the ability to clearly communicate it.
- Committed to spiritual integrity and professional excellence.
- 3+ years' experience in ministry and/or professional communication, marketing, or creative management role.
- Excellent written and verbal communication skills.
- Proven skills related to managing people and coaching creative teams.
- Significant interactive marketing experience.
- Demonstrable competency in Microsoft office, Google apps, In-Design, Illustrator, Photoshop, WordPress, IOS Platform & Apps.
- Committed to our community.
- In agreement with our doctrine, mission, and values (<https://www.opendoor.tv/about-us/our-mission/>).

Expectations:

- Live committed to our description of Christlikeness as described in the six Core Christlike Characteristics and summarized by Loving God, Loving People and Living Surrendered as well as a commitment to the 6Ds of Discipleship.
- Live committed to our mission of "Leading people in the adventure of becoming like Christ". As the Director of Communication Arts, you are expected to enthusiastically support, champion, live out, and defend the 5B methodology that is our stated strategic plan for achieving the mission of Church of the Open Door.
- Participate in all scheduled staff meetings and staff development times.
- Meet with the Executive Pastor and other staff for department planning and evaluation.
- Assist the other pastors in providing care to the congregation.
- Abide by the Open Door Employee Handbook including staff team values.
- Perform other duties as assigned by the Executive Pastor and/or Senior Pastor.

Interested? Please send your resume to jobs@opendoor.tv ! Thank you.