



Job Description: **Creative/
Communication Director**
Full-time/exempt

CenterPoint Church values clear communication in order to influence, inform and empower people to grow in their faith. The purpose of this position to create and oversee all communication from CenterPoint to the congregation, community and media outlets. All language at CenterPoint should be relevant, honest, God honoring and conversational. This director must be able to capture the voice of CenterPoint and convey it effectively with great grammar.

Creative/Communication Director

1. **Writing** – create or edit all publicly visible copy including CenterPoint app, weekly email, web page and social media. Proofread and authorize all written material that CP sends out in printed and electronic form.
2. **Graphics** – oversee all graphic development to ensure editorial accuracy and aesthetic excellence
3. **Social media** – oversee all copy and visual content for all active accounts.
We are not looking for a national audience, but to accomplish our mission statement of Brooklyn to Montauk.
 - First goal: Make Jesus famous and promote our church/outreach.
 - Second goal: to get information about the church to our people and help them stay connected.
 - Third goal: Discipleship opportunities for our church.
4. **Website** - Oversee all content including updates, and new development
5. **Central News** – coordinate with executive team to schedule announcement topics, on-screen personalities, recording and post production. This director will also be responsible for central announcement scripts.
6. **Weekly Email** - Create the descriptions for all church events that will go in the weekly email, CenterPoint app and webpage
7. **Printed material** - Oversee all steps of creating postcards, signage, newsletters, and annual report.
8. Develop external promotional materials for message series.
9. Oversee, update and defend the Communication Guide and Style Guide
10. Create a local media presence (news) and send out press releases when applicable.
11. Oversee all online advertising and SEO (google ad words, Facebook boosts)

12. **Supervise** creative staff including graphic designer and video producer and any volunteers under them

Qualifications:

1. A strong and growing faith in Christ
2. Bachelors' degree in related area
3. Minimum of 5-7 years of marketing or communications experience (supervisory experience preferred)
4. Superior written and oral communication skills
5. Excellent project management skills and ability to manage multiple projects at once

Schedule: Days in office will be discussed at time of hire.

All Staff at CenterPoint are expected to:

- Work as part of a team and build up all ministries at CP.
- Be quick-paced.
- Have a servant attitude.
- Be skilled at administration and organization.
- Have a welcoming and inviting presence.