

EVANGELICAL FREE CHURCH OF LETHBRIDGE

Director of Communications

Mission:

We love God, love one another, and love our neighbours so that people become passionately committed to hearing and obeying God, and teaching others to do the same.

Vision:

We dream of being a movement of people who build bridges into our neighbourhoods and the world because God has created a bridge of love to us.

We desire to:

- passionately follow the Father and be transformed into His likeness
- graciously enfold anyone into our warm and loving, Spirit-led family
- boldly love our community, speaking hope through Jesus and reaching out to those in need

Job Title:	Director of Communications
Department:	Operations
Hours:	Full Time
Salary:	Commensurate with Experience

Purpose of the Position:

To provide direction and oversight for all communications at the Evangelical Free Church of Lethbridge to ensure maximum effectiveness in achieving our Kingdom goals and objectives

Reports to: Executive Pastor

Education and Qualifications:

- Bachelor's degree in Communications, Journalism, Public Relations, or a related field; related experience may be considered in lieu of education
- A gifted organizational leader, skilled in implementation and integration
- Big-picture planner, ministry partner, coach, and motivator
- Strategic and creative mindset
- Good written, oral, and interpersonal communication skills
- Attention to detail and ability to prioritize work tasks across a diverse set of people and multimedia platforms
- Teambuilder: ability to lead and work alongside staff and volunteers
- Highly motivated, with a commitment to excellence
- Committed to exhibiting a positive attitude and living a healthy, balanced lifestyle

- Experience and knowledge in copywriting, proofreading, and editing for all media platforms
- Proficiency in editing and design software from the Adobe Creative Cloud Suite
- Experience in web design and content production including proficiency in the content management system “WordPress”
- Proven social media and networking expertise
- Skilled in the Microsoft Office 365 suite of programs and Final Cut Pro

Core Responsibilities and Duties:

- 1. Live an exemplary life as a disciple of Christ who seeks to hear and obey God’s voice, and teach others to do the same**
- 2. Educate and resource all staff and ministry teams with communication, assisting them to effectively design and distribute information relevant to their participants**
 - Model a supervisory style that draws staff closer to Christ, and creates unity towards our vision
 - Create and lead a team of staff and volunteers to assist in producing and facilitating seamless internal and external communication at EFCL
 - Assist all staff and ministry teams to ensure that communication plans are developed proactively rather than reactively
- 3. Oversee and unify the internal communication of EFCL ministries**
 - Develop and oversee a strategy for our church-wide digital (website, social media, and online presence) and print (guest services tools, bulletins, annual reports) communications
 - Assist the Executive Pastor in messages that need to be communicated to staff
 - Provide or ensure opportunities that all ministries in the church are creating communications plans to mobilize their specific audiences to respond
- 4. Guide and direct all external communications of EFCL ministries**
 - Monitor and respond to comments and questions on Facebook and Instagram, including weekday evenings and weekends
 - Develop brand guidelines and an approval process for the publication and posting of all communication, ensuring organizational consistency through clear planning and feedback for all methods of communication
 - Ensure organizational consistency in keeping with our brand guidelines through clear planning, feedback, and approval process for all methods of communication
 - Handle public relations, information output, press releases and media requests, social media and/or advertising campaign

5. Manage and support EFCL's discipleship strategy

- Maintain that all communication at EFCL, whether print material or video content, etc. including the EFCL website and social media platforms, demonstrate love and care
- Ensure that all communication from EFCL draws people closer to Christ and creates unity

6. Other duties may be assigned from time to time as necessary

If, after prayerful consideration, you feel called to this position then we want to hear from you.

To apply, please send the following in PDF format to search@efreelethbridge.ca with the subject line 'Director of Communications':

- A cover letter expressing why you are interested and how your experiences have prepared you for this ministry
- Your comprehensive resume
- Your faith story
- Your philosophy of ministry

Applications will be received until a suitable candidate is found.