

DIRECTOR OF COMMUNICATIONS, NAPERVILLE CHURCH

POSITION OVERVIEW: The Communications Director is responsible for implementing an overarching communication plan for the Good Shepherd Church community. This position works as part of a dynamic team of creative and strategic leaders. Areas of focus:

- Cultivate, lead, and manage a team of communications ministry staff and volunteers such as writers, videographers, photographers, and designers to create relevant evangelism, discipleship, fellowship, service, and worship experiences that engage people to grow their relationship with Jesus Christ across all population groups.
- Lead storytelling initiatives to create programs for generosity, testimonies, and other evangelism activity.
- Elevate online presence of Good Shepherd Church through consistent branding, social media, SEO, video strategy, etc.

CHURCH OVERVIEW: Good Shepherd Lutheran Church is an ELCA (Evangelical Lutheran Church of America) Christian community worshipping approximately 1,100 each weekend with the primary mission to "Reach and Transform spiritually distracted people so we all come to love and serve God." Please visit the church website at www.goodshepherd-naperville.org.

EDUCATION AND EXPERIENCE: Completion of a Bachelors' degree in Communications related field and four to six years relevant experience, including supervisory experience, or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed below.

HOURS/BENEFITS: Full-time, 40 hours per week. Benefits include Health/Dental Insurance, Retirement Contributions, Life Insurance, Paid Leave, Long-term/Short-term disability insurance.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The duties and responsibilities of this position include but are not limited to:

- Develops and executes a plan for Good Shepherd's overall communication strategy.
- Maintains, coordinates, and assists with the preparation and presentation of digital, printed, and web-based designs to increase awareness and understanding of the ministries and mission of Good Shepherd Church.
- Assesses current communication plans and recommends and implements improvements and updates.
- Develops a comprehensive brand for Good Shepherd as the lead member of the Communications Team.
- Supports in-person, online, and virtual worship and ministry events and activities.
- Recruits and mentors volunteers to participate in communications ministry utilizing their gifts and talents.
- Works with all ministry areas to strategically guide a comprehensive communications strategy.
- Prepares content strategy and design plans for all communications channels, including the Church website, social media and other online activity, screens, emails, Realm database, generosity initiatives, direct mail, newsletters and other publications on a wide variety of subjects using original and innovative techniques and style.
- Leads, mentors, and supervises Communications Ministry staff.
- Prepares visual layouts for digital media programs using Adobe Creative Suite and Canva.
- Attends Directors meetings and Worship Team meetings. Serves as a key member of any large congregational initiative.
- Manages external vendors and makes pre-approved purchases within allotted budget.

KNOWLEDGE, SKILLS, AND ABILITIES: Growing personal relationship with Jesus Christ and passion to share the Gospel; knowledge of Christian themes and an understanding and commitment to the mission and core values of Good Shepherd Lutheran Church; knowledge of the current practices in communication, print media, branding, graphics, Web design, audio and video production and current social media.

Skill in English grammar, punctuation, editing, and spelling; skill in writing articles, brochures and newsletters on a wide variety of subjects; skill in reviewing web-based designs, using computer hardware and software including word processing, spreadsheets, databases, email, graphic design software, etc.; and skill in developing and working in team-based ministries.

Ability to manage projects and multiple priorities simultaneously; ability to establish and maintain effective working relationships staff and others and convey high quality oral and written communications; ability to lead and work

effectively as part of a team; ability to keep current with creative communication methodologies; ability to understand the unique culture of Good Shepherd and to work within a budget; and ability to understand how communication fits into the financial plan of Good Shepherd.

ADDITIONAL REQUIREMENTS: Ability to pass pre-employment background screening and drug testing.

TO APPLY: Interested candidates should **email cover letter and resume** describing your interest as early as possible to hr@goodshepherd-naperville.org. ***Please also include any links to your portfolio.*** Please do not contact employer directly.

GOOD SHEPHERD IS AN EQUAL OPPORTUNITY EMPLOYER