



JOB DESCRIPTION

COMMUNICATIONS DIRECTOR

Job Classification: Full Time, Ministerial Exception

Date: June 2021

SUMMARY

The Communications Director will lead the overall marketing and communications strategies, partner with each Hill Country ministry, and champion and celebrate life-transformation. They will effectively manage the Communications Team (developing staff and servant leaders) as owners of the Mission and Vision of Hill Country. Their primary focus is to ensure alignment and advancement of the Communications Ministry Purpose and Plan to *"effectively communicate to our community, our congregation across all locations, and beyond about the life-change experienced through a relationship with Jesus Christ."*

OUTCOMES AND RESULTS – SUCCESS IN THIS POSITION WILL RESULT IN:

1. The church's communication efforts are stewarded well to effectively—strategically, deliberately, and efficiently—support the guidance of the church into spiritual growth and mission-fulfilling ministry
 - a. Communication inspires our **congregation across all locations** to deepen their relationship with Jesus and to take next spiritual steps
 - b. **Guests** are welcomed and encouraged to connect with God and engage at Hill Country
 - c. Celebration of life-change is happening in and through our **ministries**; in addition, more and more people are involved and stepping up to be servant leaders
 - d. Communication relates to where people are in our **community and Greater Austin**, it relevantly connects them to Christ and His Kingdom; increasing number of people have a positive perception of the church and are visiting Hill Country
2. **People are developed** for greatest kingdom impact – including direction and development of the Communications Staff Team, ministry partners, volunteers, servant leaders, outside vendors and more
3. Successful collaboration with the Worship Pastor, Production Director, and Connections Pastor - under the leadership of the Director of Creative Ministries— so all online and on-site experiences are consistent across locations and inviting for more and more people to experience the love of Jesus

MAJOR RESPONSIBILITIES AND ACTIVITIES:

1. Build and implement an effective multi-channel communications strategy across all locations driven by Hill Country's mission, vision, and values and the Ministry Purpose and Plan (MP&P) for Communications:
 - a. Understand and personally own the Mission and Vision of Hill Country
 - b. Lead your team to accomplish and align all efforts towards the Communications MP&P; lead the overall strategy and yearly SMART goals
2. Ensure high-quality and high-impact communications that reach both internal and external audiences
 - a. Become a student of culture - understand the needs of the congregation and community
 - b. Establish positive brand awareness with targeted, relevant, and effective communication
 - c. Create and implement an engaging digital marketing plan
 - d. Engage, inspire, encourage and motivate our congregation with clear, consistent communication
 - e. Stay current on creative, communications, and technological trends, look for opportunities to increase effective communication with the community and church family
 - f. Define communications standards, processes, and priorities
 - g. Work well with leadership (Executive Staff, Ministry Leaders and the Director of Creative Ministries) to facilitate proactive communications (sometimes "in the moment") along with calendaring and planning
3. Meet with ministries to understand their purpose and plans and to offer both strategic and tactical ways to effectively communicate
 - a. Envision how the individual MP&Ps align with Hill Country's overall purpose and plans
 - b. Encourage, resource, and empower them to effectively communicate with their specific audiences
4. Establish metrics to measure reach and impact of communications and to identify areas of success and opportunity
5. Work closely with our Worship, Production, and Connection's ministries on weekend services and special events to provide creative support, align messaging, and create a welcoming, engaging environment for guests and the congregation
6. Collaborate with technology teams on tech adjustments and upgrades (websites, app, etc.) as needed. Understand the real win and value from a vision and end user perspective
7. Oversee and develop a team of Communications staff and servant leaders; empower videographers, designers, photographers, writers, developers, project managers and more to use their talents and gifts for kingdom impact

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

1. At least 5 years' leadership experience in Communications
2. BA (or similar) degree in a relevant field

3. Strong communicator, able to cast vision and develop, empower and unleash leaders (all levels)
4. Gifts of strategy, integration, innovation, and collaboration
5. Mature Christ follower who sees themselves as an owner of the mission, vision, values and pathway of Hill Country
6. Theologically aligns with the core beliefs of HCBC and becomes a church member within 3 months of hire

CULTURE AND CLIMATE:

1. Position reports to Ellen Hawks (Director of Creative Ministries) and oversees the Communications Team
2. Staff culture is goal-oriented, collaborative, with accountability, priority of missional living (personal evangelism)
3. Core Values: Responding to God's Word, Engaging Generations, Celebrating Life Change, Thinking Beyond Ourselves