

## **Communications Director**

Ridgewood Church

Minnetonka, Minnesota

**Job Type:** 30-Hours Per Week

### **Job Description:**

#### **Overview**

The Communications Director will lead in setting the direction, as well as the strategic implementation, of all internal and external communications to consistently articulate, enable and fulfill the vision of Ridgewood Church. This individual will be a creative, innovative, strategic thinker and a results-driven team leader and administrator.

#### **Key Responsibilities:**

##### **Website**

- Lead all efforts related to the creation, development, and creating content for the Ridgewood Church website.
- Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) are posted regularly.
- Assist staff regarding website usage for ministries, which will include current ministry information, links to events, etc.
- Coordinate integration between the Ridgewood Church website and Ridgewood App.
- Create and oversee content for the Ridgewood App.

##### **Promotions**

- Develop system to organize, prioritize and communicate promotional items related to Ridgewood Church.
- Create communication strategies to market, inform, and promote teaching series, large events, and other strategic initiatives.
- Oversee all written materials related to promotions or special ministry events.

##### **Social Media**

- Manage ongoing social media messaging and communication strategies on a number of different platforms including Instagram, Facebook, Twitter, TikTok, etc.

##### **Design and Brand Management**

- Lead efforts to design all art and promotional materials related to church-wide activities with a high standard of creativity, excellence and effectiveness.
- Design graphics for various ministry events.
- Recruit volunteers as needed to achieve communication goals.
- Oversee the use of logos and images that represent Ridgewood Church.

##### **Video Production**

- Provide quality video presentations as needed to further church initiatives.

- Edit weekly video content for website and app. presentation.

**Qualifications and Required Skills**

- A heart for the local church, a growing relationship with Jesus Christ and a passion to help others find and follow Jesus.
- A highly collaborative style; experience developing and implementing communications strategies.
- The proven ability to take projects from beginning to end.
- Is organized and able to manage multiple projects.
- Is action-oriented and displays focus, passion and initiative. Takes appropriate action when something needs to be done.
- Relates well to all kinds of people, builds effective relationships, and communicates effectively both interpersonally and corporately.
- Is an organized, creative thinker while working in a fast-paced environment.
- Is committed to improvement, seeks constructive criticism, understands strengths and weaknesses.
- Has excellent written and oral communication skills.

**Reporting Structure:**

Reports Directly to the Executive Pastor while working closely with the Lead Pastor.

**Salary:**

Commensurate with experience.

**To Apply:**

Walt Pitman-Executive Pastor (wpitman@myrwc.org)