



Communications Director Job Overview

Qualifications for employment at Watermark include having made a life commitment to Jesus Christ, agreement in writing with the Beliefs and Governance statements of Watermark and having a work history and a lifestyle that are consistent with biblical principles. Must be an existing Member of Watermark or willing to become one.

Job Title: Communications Director
Department: Communications

FLSA Status: Exempt
Reports to: Senior Communications Director

Position Summary: Responsible for working with leadership to clearly communicate our heart, vision, values, while developing strategic communication plans/resources to support our growing ministries.

Spiritual Gifts:

- Leadership
- Discernment
- Administration

Role Qualifications:

- Knowledge and experience in communication management.
- Must have at least five years of corporate or nonprofit communication management experience.
- Passion for representing Christ and his church to others through all communication platforms.
- Strong writing skills.
- Experienced in digital communication strategy and website/e-news content development

Position Responsibilities:

- Strategic direction, coordination, and planning amongst all the ministries and leadership at Watermark
- Strategic vision, unity and metrics to social media efforts
- Leading WM through the development of a new website
- Helping distribute WM's best/most value-adding content
- Communicating to the Watermark body with excellence
- Write and edit content for various communication pieces at Watermark.
- Work with key leaders to assess the communication needs at Watermark and develop comprehensive strategic communication plans so our body remains informed.
- Provide leadership, vision, and oversight for communication message in the church including: Watermark News, The Current, watermark.org, Sunday morning announcements, special events, campus development, as well as all ongoing communication efforts to the church.
- Manage and develop strategic communication plans for major church initiatives such as the expansion of the Watermark Campuses, new services, etc
- Partner with ministries to craft and increase storytelling component in our work.
- Manage and provide strategic leadership for team members so resources are prioritized and deployed effectively.
- Partner with Production Director to provide clear vision and priorities surrounding ministry projects.
- Partner with Production Director and Graphic Designers to provide art direction and brand development.
- Partner with Video Coordinators to provide vision and manage priorities surrounding video projects.
- Partner with Director of Digital Media to craft brand message and help monitor social media landscape.
- Lead the communications team to proactively assist, resource, and train ministry departments as they develop communication and promotional plans for their respective ministries.
- Communicate concisely the priorities, plans, and initiatives of the Elders and Senior Team to the church body.



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- Provide leadership and ideas for leveraging upcoming sermon series.
- Help brand and package developed resources to easily pass on to other churches.
- Lead in increasing visibility and awareness of Watermark both locally and nationally.
- Monitor communications budgets.
- Needs to be available on a cell phone after regular work hours to fulfill role duties & requirements. Watermark will reimburse a portion of cell phone expenses.

Essential skills and experience:

- Experience with Digital
- Extensive background in communication, either corporate or non-profit
- Solid writing and communication skills
- Strong leadership, management, budgeting, and strategic planning skills
- Understanding of and heart for the local church
- Public relations and media relations skills.