

JOB DESCRIPTION

WOODSIDE BIBLE CHURCH

6600 ROCHESTER ROAD TROY, MI 48065

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Position Title:	Communications Lead Director
Department:	Communications
Campus:	Central
Date:	January 2023
Supervisor:	Senior Executive Pastor, Strategy, and Integration
FSLA Status:	Exempt

Position Profile:

The Communications Lead Director is responsible for the development, leadership and oversight of all internal and external marketing and communication of Woodside Bible Church.

Skill Set:

- Proven experience in team building, strategic and creative thinking, systems development and management, and creative problem solving
- Working knowledge and experience in areas of marketing, communication, strategic planning, digital strategy, advertising, and public relations
- Excellent written, verbal, and interpersonal communication skills
- Tech savvy
- Able to lead and motivate groups and individuals
- Works productively, independently, and collaboratively with others
- Ability to recognize and maintain confidentiality
- Personal characteristics of professionalism, credibility, commitment to excellence, innovation, judgment, and accountability
- A creative and flexible individual who is comfortable working in a large, fast-moving, complex organization

Competencies:

- Assembling Talent
- Attention to Detail
- Budgets/Cost Control
- Communicating Effectively
- Evaluating and Implementing Ideas Strategically
- Integrity/Ethics
- Interpersonal Skills
- Listening Skills
- Managing Performance
- Servant Leadership
- Teamwork
- Using Computers and Technology

Experience Qualifications:

- Bachelor's degree in marketing, communications, or related field
- 8+ years in field of marketing and/or communication

Duties and Responsibilities:

- Drives and implements all marketing activities to ensure on-brand positioning and awareness across all aspects of the marketing mix
- Manages all aspects of marketing planning, budgeting, metrics, and reporting
- Works with the campus and ministry teams to ensure all marketing goals, campaigns and strategies are aligned with Woodside's long-term strategic planning priorities and vitals
- Leads Communications team: Brand Manager, Digital Manager, Video Director, Graphic Designers, Content Writer, and Content Editor as direct reports

- Oversees core brand creative to ensure on-brand and on-strategy
- Implements and leverages the latest marketing tools and technologies
- Utilizes market and competitive research to understand current customers, segments and defines target markets, refines, and improves the product value proposition and implements the best go-to-market strategy
- Manages external agencies and relationships with Communications team
- Develops and maintains long-term relationships with industry thought-leaders, marketing associations and advisors
- Ensures integrity of core Woodside and ministry branding across all communication vehicles
- Ensures digital strategies and tactics will increase engagement among church family and reach new audiences
- Serves as spokesperson for media
- Develops policy and procedures related to media relations

Spiritual Responsibilities:

- Ensures that all actions performed within the context of this job position accomplishes and furthers the mission, vision, and values of Woodside Bible Church (Belong, Grow, Reach)
- Incumbent adheres to the Statement of Faith as established and approved by Woodside Bible Church
- Incumbent is a member in good standing, participates in praying, giving, serving, worshiping and attends special events as an active member of the church

Staff Core Values:

Agree to be in alignment and uphold the core values established for all of Woodside’s staff members:

- **Committed:** We model faithfulness to our church family through commitment to worship gatherings, Life Groups, serving, giving, and evangelism
- **Collaborative:** As one church family across many communities, we prioritize collaboration over speed and value the success of other campuses and teams as much as our own
- **Generous:** As a reflection of the generous nature of God, we live generously with our time, talent, and treasure
- **Gracious:** We know that no one is perfect (including us), so we give the same grace we’ve received to the people we work for and with
- **Positive:** In light of all God’s done for us, we choose gratitude and assume the best of others, creating an uplifting place to serve
- **Productive:** Seen or unseen, we do great work with a heart of worship

Disclaimers:

Other duties as required may be added or changed. This job description does not constitute a contract for employment.

PROPOSED REVIEWED BY		DATE	
APPROVED BY		DATE	

