



Communications Director

Job Description

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

JOB TITLE: Communications Director

DEPARTMENT: Communications

REPORTS TO: Jared Yates

FLSA STATUS: Exempt

TIME REQUIREMENTS: 40 hours weekly

CLASSIFICATION: Full-time

POSITION SUMMARY

The Communications Director exists to build and steward the brand of Fielder Church in alignment with our vision to “Inhale and Exhale the Gospel and help make disciples that do the same.” This role leads the Digital Communications Team in crafting compelling campaigns across multiple media platforms so people locally and globally hear the good news of Jesus Christ.

This position requires both digital marketing expertise and a pastoral heart. The Communications Director leads a multi-discipline team across social media, video, photography, web, and print—bringing strategic clarity, creative excellence, and organizational leadership. The ideal candidate is an experienced leader of creative teams who can inspire thinkers and doers, elevate innovation, and translate vision into meaningful engagement for diverse audiences.

BRAND & STRATEGY LEADERSHIP

- Manage the Fielder Church brand, ensuring alignment with our mission and vision.
- Ensure all church communications remain consistent in message, tone, and visual identity.
- Spearhead and manage content strategy for both small-scale and large-scale initiatives, integrating strategy, digital platforms, brand design, compelling content, and technology.
- Conduct competitive and industry analysis to identify trends and position the church effectively in a changing digital landscape.
- Produce fresh, innovative work that translates complex ideas into compelling print and digital experiences.

CAMPAIGN DEVELOPMENT & DIGITAL EVANGELISM

- Create integrated digital campaigns that promote vision goals and drive deeper member awareness and engagement.
- Expand digital evangelism efforts by increasing the reach of the gospel message across multiple channels (social, web, paid media, mobile, and print).
- Collaborate with ministry departments to develop communication and marketing plans, analyze results, and identify opportunities for growth and impact.

TEAM LEADERSHIP & CREATIVE DIRECTION

- Supervise a cross-functional team of graphic designers, copywriters, social media specialists, photographers/videographers, and project managers.

- Serve as the primary creative authority for Fielder Church, ensuring all content reflects theological clarity, brand excellence, and artistic quality.
- Conduct brainstorming sessions that foster strategic and creative thinking.
- Cast vision and guide creative direction for sermon series, church-wide campaigns, digital initiatives, environmental design, and print materials from concept to execution.
- Collaborate closely with creatives to refine ideas, provide clear feedback, and make final decisions on design, messaging, and brand consistency.
- Establish and uphold creative standards across all campuses and platforms.
- Prioritize projects and steward team resources to balance immediate needs with long-term vision.
- Ensure every creative piece communicates excellence and intentionality worthy of the gospel message.

OPERATIONS & STEWARDSHIP

- Forecast and manage department budgets to ensure responsible stewardship of resources.
- Work across three campuses in the Arlington area to support ministry communication needs.

QUALIFICATIONS

- A growing relationship with Jesus Christ and alignment with the mission and values of the church.
- Bachelor's degree in marketing, communications, or related field, or equivalent experience.
- 3–5 years of communications or marketing experience (church or nonprofit preferred).
- Proven experience developing and leading marketing/advertising campaigns from concept through production.
- Experience in copywriting, graphic design, or media production.
- Experience creating integrated content across digital, social, paid media, mobile, and print platforms.
- Demonstrated ability to lead and develop creative talent.
- Strong creative vision with an understanding of organizational objectives.
- Proven experience in concept development and brand execution.
- Excellent communication and leadership skills.
- Ability to manage multiple projects simultaneously with strong organizational discipline.
- Excellent interpersonal and communication skills across diverse groups.
- Bilingual (English/Spanish) preferred but not required.
- Proficient in the Adobe Creative Suite