

COMMUNICATIONS DIRECTOR

Exhibit “A” — Duties of Employee

PRIMARY PURPOSE

The Communications Director oversees what we communicate and why. This role is responsible for shaping the message, voice, and strategy behind every story Victory Church tells — ensuring that all communication reflects our mission, values, and brand with excellence and clarity.

JOB PURPOSE

The Communications Director leads all aspects of communication and storytelling for Victory Church — ensuring that everything we communicate reflects our mission, values, and brand with excellence and clarity. This person oversees strategy, content, and execution across all platforms — digital, print, social, and live experiences — working collaboratively with ministry leaders to tell powerful stories, engage our congregation, and reach our community.

They are both a strategic thinker and creative storyteller, with the ability to translate vision into cohesive, compelling communication that connects people to the life and mission of Victory Church.

TOP ROLES

- Lead and develop the Communications Team
- Oversee all church-wide communication, branding, and storytelling
- Manage all email, text, and digital communication campaigns
- Oversee all church social media platforms and digital engagement strategies
- Maintain and manage website content, accuracy, and updates
- Create and implement communication strategies and systems

- Collaborate with ministry leaders and departments — including Kingdom Builders — to ensure alignment and integration across all Victory Church communications
-

TOP ROLES & RESPONSIBILITIES

1. Leadership & Strategy

- Develop and lead the overall communications and brand strategy for Victory Church.
 - Ensure consistency in messaging, tone, and visual identity across all communication channels (website, social media, print, email, text, and announcements).
 - Collaborate with Executive and Ministry Leaders to effectively communicate church vision, initiatives, and events.
 - Manage the annual communications calendar and coordinate with the Creative Director to ensure all projects align with overall messaging goals.
 - Work directly with Kingdom Builders to integrate their communications and storytelling efforts into Victory's broader communication plan.
-

2. Content Development & Storytelling

- Shape and oversee content strategy for key campaigns, sermon series, and major events.
 - Develop and edit copy for church-wide initiatives, ensuring all messaging reflects Victory's voice, theology, and culture.
 - Collaborate with the Project Manager and Video Director to ensure creative alignment across all platforms.
 - Oversee storytelling efforts including testimonies, feature videos, written stories, and social campaigns that reflect God's work through Victory Church.
-

3. Digital Strategy, Email, Text, & Social Media Oversight

- Run and oversee all Victory Church social media accounts, ensuring content is timely, engaging, and aligned with brand standards.
 - Oversee Victory's website, ensuring information is accurate, visually consistent, and regularly updated.
 - Manage and maintain email and text communication platforms (e.g., Mailchimp, Text in Church, or similar) — including campaign creation, scheduling, audience segmentation, and analytics.
 - Develop and execute church-wide email and text campaigns to promote events, series, and ministry initiatives.
 - Monitor analytics across digital platforms to evaluate engagement and optimize communication strategies.
 - Stay informed on digital, design, and social trends to keep Victory's communication fresh, relevant, and effective.
-

4. Collaboration & Integration

- Work closely with ministry leaders to understand communication needs and develop effective promotional strategies.
 - Partner with Worship, Production, Creative, and Events teams to align visuals, messaging, and presentation.
 - Serve as the primary communication point-person for church-wide initiatives, ensuring every ministry's message aligns with Victory's brand and voice.
 - Collaborate with the Creative Director to ensure seamless execution of communication campaigns and deliverables.
-

5. Brand Management

- Steward the Victory Church brand and ensure all creative and communication output supports the mission and core values.

- Maintain and update brand standards, templates, and communication policies.
 - Ensure all internal and external communication reflects excellence, authenticity, and clarity.
-

QUALIFICATIONS

- Deep personal relationship with Jesus Christ and alignment with Victory Church's mission, values, and beliefs.
 - Minimum 3+ years of experience in communications, marketing, or public relations (preferably in a church or nonprofit environment).
 - Experience managing email marketing platforms (Mailchimp, Constant Contact, Planning Center, etc.) and website CMS (WordPress, Squarespace, etc.).
 - Strong understanding of social media management, analytics, and engagement strategies.
 - Excellent written, visual, and verbal communication abilities.
 - Highly organized and detail-oriented, able to manage multiple projects and deadlines.
 - Strategic thinker who can balance creativity with clarity and consistency.
 - Experience managing budgets, vendors, and timelines preferred.
-

PHYSICAL DEMANDS

Primarily creative and administrative in nature, requiring extended computer and desk work. Occasional movement throughout the church campus may be required for meetings, filming, and event support. Light lifting of creative or technical equipment (e.g., signage, décor materials) may be needed. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.

QUALIFICATIONS SUMMARY

A strategic communicator and storyteller who is organized, innovative, and passionate about connecting people to Jesus through clear, creative, and consistent messaging. Able to lead teams, manage priorities, and execute communication strategies with excellence, collaboration, and heart.

SUCCESS LOOKS LIKE

- Clear, consistent, and compelling communication across all platforms.
 - Strong digital engagement through well-managed social, email, text, and website channels.
 - Seamless integration of Kingdom Builders communications within the broader Victory Church strategy.
 - Ministry leaders feel supported and resourced with effective communication tools.
 - The Victory brand reflects excellence, creativity, and authenticity.
 - The Communications, Creative, and Video teams work collaboratively and clearly within defined roles and responsibilities.
-

Exhibit “B” — Compensation and Benefits

Status: Full Time; Salaried

Company Benefits: Unlimited Approved PTO

Working Days: Sunday through Thursday, with additional requirements for events, services, or production needs

Hours Per Day: Estimated 7–8 hours with the goal of a 40-hour workweek

Reports To: Executive Pastor of Creative

Supervises: Communications Coordinator/Project Manager and Video Producer

Compensation: Annual salary, paid bi-weekly

Start Date: [Insert Date]