



<b>Job Title:</b>	Director / External Communications	<b>Employment Category:</b>	Regular, Part-time Salaried / Exempt
<b>Ministry / Dept. Name:</b>	Administration	<b>Introductory Period:</b>	Ninety (90) days
<b>HR Contact:</b>	Elsa Salinas	<b>Physical Requirements:</b>	
<b>Level/Salary Range:</b>	Commensurate with experience		
<b>Reports to:</b>	Robert Sherrill, Pastor   Ministries & Connect	<b>Work Days &amp; Hours (if non-exempt):</b>	Flexible; 25 hour/week
<b>Job Summary:</b> The Director of External Communications will lead in setting the direction as well as the strategic implementation of all external communications to consistently articulate, enable and fulfill Gateway's mission and vision. This individual will be a creative, innovative, strategic thinker and a results-driven team leader and administrator.			
<b>Supervisory Duties:</b>	Oversees External Communication Team Members implementing an integrated, results-oriented external communication strategy.		
<b>Job Duties:</b>			
<b>Essential job functions:</b>			
<ul style="list-style-type: none"> <li>• Overhaul Gateway's <b>external</b> communication plan through creative expressions of telling the Gateway story to our external (community) audience to maximize impact and inspire engagement. Will work in coordination with the: <ul style="list-style-type: none"> <li>○ Director of Internal Communications</li> <li>○ Lead Pastor &amp; Worship Arts Pastor</li> <li>○ Outreach Coordinator to communicate &amp; celebrate community outreach &amp; events</li> <li>○ Graphic Designers</li> <li>○ Any team or Ministry Leader planning a special event</li> </ul> </li> </ul>			
<b>Specific Goals:</b>			
<ul style="list-style-type: none"> <li>• Promoting awareness within the surrounding community, celebrating wins within Gateway and concentrating on community outreach.</li> <li>• Establish productive relationship with Arts Team for video &amp; film creation</li> <li>• Design an overall social media/communication plan &amp; schedule for Gateway's online presence <ul style="list-style-type: none"> <li>○ Posts to promote future sermon series, events and community outreach</li> <li>○ Incorporate Heart Challenges &amp; other ideas to serve the community</li> </ul> </li> <li>• Manage all Social Media Gateway Accounts (Facebook; Instagram; etc.)</li> <li>• Work with Internal Communication Director to create/select Announcements for Sunday Services</li> <li>• Assist Ministry Leaders in Social Media strategies &amp; techniques</li> <li>• Oversee and manage Online Hosts for online services</li> <li>• Gain, train, manage, inspire and retain volunteer external communication team members</li> </ul>			



**Qualifications and Education Requirements to include any Preferred Skills, if applicable:**

- A commitment to Gateway Community Church, a growing relationship with Jesus Christ and a passion to help others find and follow Jesus.
- Highly collaborative style; experience developing and implementing external, visual and relevant communications strategies
- Degree in Communications, media or related field preferred, or a minimum of 3-5 years experience in Communications including innovative use of Social Media a plus
- Self-starter with a proven ability to take projects from beginning to end
- Organized and able to manage multiple projects
- 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, communicates effectively both inter-personally and corporately
- Organized, creative thinker and highly productive, working in a fast-paced environment
- Committed to improvement, seeks constructive criticism, understands strengths and weaknesses
- Excellent written and oral communication skills

Reviewed By:		Date:	
Approved By:		Date:	
Last Updated By:		Date/Time:	9/3/2020