# DAYBREAK JOB DESCRIPTION

## COMMUNICATIONS DIRECTOR
12.16.2020

**OVERVIEW** - Daybreak is a growing and vibrant church in Southern California. We exist to see countless people from all over San Diego County and around the world, saved and made whole by Jesus. Families that once were broken and lost will find healing through a church that offers a fresh start and lasting hope.

**POSITION SUMMARY** - Responsible for and focused on leadership and team development, oversight and execution of all aspects of Communications and Marketing outlined below:

**PRIMARY RESPONSIBILITIES**

**Promotions**
- Develop the church's mobile-first inbound marketing and communications plan that will attract new people into our communications channels, deepen their engagement, and strategically bring them into the life of the church.
- Proactively develop strategies to clarify and communicate the weekly messaging of the church, in partnership with leadership and ministry leaders.
- Develop systems to organize, prioritize and communicate promotional items.

**Digital Communication & Social Media**
- Lead creation, strategy & execution of all Daybreak Church digital communication channels.
- Oversee the strategy and execution of the weekly Live Stream.
- Creatively build followings on various social media outlets.
- Oversee social media messaging and communication strategies.

**Design & Brand Management**
- Serve as the church's brand manager, responsible for safeguarding how the church's brand is portrayed in all communications pieces.
- Create a system of quality control for all the communication the church produces, from web copy to emails to printed products to videos.
- Take ultimate responsibility for all pieces of church content, including print, email, social media, web, mobile app, etc. Ensure every piece of content is technically effective, grammatically correct, doctrinally accurate, and within the church's brand framework.

**Team Development**
- Effectively manage a team of staff, freelance, and volunteer content creators and content managers (print, web, video, social media, etc.)
- Enlist, equip and encourage qualified volunteer teams and interns
- Consistently provide training opportunities for staff and volunteer team members.
- Work with the church's facilities staff to ensure all signage on campus aligns with the brand
- Relates well to all kinds of people, builds effective relationships.

**Media Relations**
- Create positive relationships with local media and agencies.
- Oversee efforts related to securing or responding to media attention.
- Develop policy and procedures related to media relations.

## QUALIFICATIONS & REQUIRED SKILLS
- A heart for the local church, a growing relationship with Jesus Christ
- A passion to build the local church through the use of communications to reach others.
- Bachelor's degree in marketing, communications, journalism, or equivalent work experience.
- Preferred skills: HTML/CSS, Adobe Creative Suite, WordPressExcellent written and oral communication skills.
- Has mobile-first mindset, consistently incorporates innovation within communication strategy.
- Proven ability to take projects from beginning to end.
- Organized and able to manage multiple projects.
- An ability to manage the different "seasons" of the church, to lean in to work when periods are particularly busy and to lean in to family and other responsibilities during the rest of the year

## DAYBREAK STAFF VALUES
- We Pray First
- We Prioritize Health
- We Reproduce Leaders
- We Outwork the Vision
- We Embrace Feedback
- We Make it Funner
- We Model Servanthood
- We Live Generously

## TO BE CONSIDERED
Send the following to our Executive Pastor, Jason Gianotti at j@daybreakchurch.org.
- *Cover letter* - Describing your interest in the position
- *Resume* - Highlighting your communications, ministry and leadership experience
- *Portfolio* - samples that you feel are representative of your abilities to communicate and promote events through written and visual mediums
- *Social Media* - Description of how to find you on social media

"But we do not belong to those who shrink back and are destroyed, but to those who have faith and are saved." Hebrews 10:39

DAYBREAK CHURCH