



Job Description for Communications Lead

Our Mission - To become a Community of Christ-followers that love God and express His love to others (Mark 12:30-31)

Purpose of Communications Lead: To oversee and enhance NorthRidge's communications strategy and messaging (both internal and external) so that people are drawn toward relationship with Christ and one another.

Scope

- Part-Time // Hourly (approximately 20 hours per week)
- Primary accountability to Executive Teaching Pastor

Commitment

- Strive to walk in personal relationship with Christ and exhibit a godly life
- Be a servant leader - A team player with a positive attitude
- Be a member of NorthRidge, attend worship regularly and be personally involved in a Small Group
- Agree to abide by NorthRidge Staff Conduct Expectations
- Attend staff meetings and maintain regular hours

Responsibilities

- **Marketing & Messaging**
 - Develop, strengthen and manage branding for NorthRidge overall and implementation across ministries
 - Guide and support the utilization of various communication mediums (print, app, website, email, social media) to ensure excellence and effectiveness
 - Develop and implement external marketing strategy that reaches our local community
 - Provide hands-on oversight to design and internal communications in partnership with Ministry Assistant
 - Help write and edit key communications to the congregation and community
 - Oversee social media platforms, content and strategies
- **Media & Worship**
 - Develop promotional plans for message series and weekly clips for social media
 - Collaborate with Worship Pastor to create video projects to support worship services and to tell the story of what God is doing in the people and ministry of NorthRidge
- **General**
 - Build, manage and shepherd volunteer teams who can use their talents to drive growth and impact through design, photography, social media and storytelling
 - Create and administrate Communications budget to maximize ministry impact
 - Be a student of church, technology and culture in order to envision ways to drive NorthRidge communication forward and outward
 - Build relationships with NorthRidge ministry leaders in order to drive partnership and collaboration
 - Participate in all church initiatives and other duties as assigned

Essential Characteristics

- Innovative, resourceful and driven
- Strong organizational and communication skills including grammar, editing and writing
- Eye for excellence in design and continuous drive for improvement
- Knack for technology and ability to manage numerous platforms
- Collaborative attitude and relational savvy