



Position Description

Director of Communications

I. Purpose

The Director of Communications is responsible for providing leadership, vision, strategy, and oversight for all communication efforts of Cornerstone Lutheran Church and School. This position leads the Communication Team in developing clear, creative, and effective communication strategies that support the mission, vision, values, and discipleship strategy of CLC.

The Director of Communications establishes communication priorities, standards, systems, and brand direction while ensuring consistent messaging and communication execution throughout the organization.

II. Organizational Relationship

This position reports directly to the Chief Operating Officer.

The Director of Communications supervises Communications Coordinators and other communication-related staff, contractors, and volunteers.

III. Responsibilities

1. Strategic Communications

- i. Provide leadership, vision, and strategic direction to the Communications Team so that all communication efforts creatively and effectively support the mission, ministries, schools, events, and discipleship priorities of CLC.
- ii. Establish communication standards, branding guidelines, messaging expectations, and communication workflows to ensure consistency throughout Cornerstone Lutheran Church & School.
- iii. Coordinate with pastors, school leadership, ministry leaders, and staff to ensure communication planning is strategic, aligned, and coordinated across all sites and ministries.
- iv. Lead communication planning for major ministry initiatives, worship series, school enrollment efforts, fundraising campaigns, events, and organizational priorities.
- v. Develop, maintain, and implement processes, project management systems, timelines, and standards which enable effective communication flow and organizational efficiency.
- vi. Evaluate communication effectiveness and recommend strategic improvements to increase engagement, clarity, participation, and outreach.

2. Planning and Tactics

- i. Writing / Editing/ Proofing

- Expected to write high quality, meaningful, and effective communications, aligning with CLC's messaging and branding standards.
 - Provide oversight, editing, direction, and approval for communication materials developed by staff, coordinators, contractors, and volunteers.
 - Guide storytelling efforts that highlight worship, discipleship, ministry impact, school life, outreach, missions, student achievement, and congregational engagement.
- ii. Design / Creativity
- Utilizing a working knowledge of design principles, oversee the creative direction and visual identity of communication materials throughout CLC.
 - Work collaboratively with graphic artists, videographers, photographers, and creative partners to execute marketing and communication plans throughout the church and school calendar year.
 - Ensure visual consistency and excellence across digital, print, worship, and promotional communication platforms.
- iii. Website / Content Strategy / Social Media
- Responsible for developing and overseeing the overall strategy for website content, social media presence, email communication, newsletters, digital engagement, and online communication platforms.
 - Provide strategic oversight for church and school website content including ministry information, calendars, event promotion, admissions-related pages, worship resources, and organizational communication
 - Oversee digital communication strategies designed to engage members, guests, families, prospective students, and the surrounding community.
- iv. Print
- Responsible for managing a team which develops and produces church and school communication materials including weekly bulletins, brochures, flyers, banners, annual reports, newsletters, admissions materials, fundraising materials, event programs, and promotional pieces.
 - Responsible for evaluating the effectiveness of communication materials and adapting strategies and methods as needed to effectively reach intended audiences.
- v. Multi-media in Worship Service
- Coordinate with worship leaders, site pastors, and ministry staff regarding worship service communication guidelines including announcements, slides, videos, and other multimedia elements used in worship environments.
- vi. Physical Space
- Provide oversight for communication effectiveness within church and school physical environments including directional signage, displays, lobby areas, promotional spaces, bulletin boards, and guest communication areas.
- vii. Other
- Serve as the primary public/media relations contact for Cornerstone Lutheran Church & School.
 - Identify opportunities to promote the church and school through external communication avenues including press releases, media opportunities, partnerships, community engagement, and promotional campaigns.

- Assist organizational leadership in crisis communication planning and implementation when needed.
- Other duties as assigned.

IV. Qualifications / Skills

1. Education – Bachelor’s degree in Communications, Marketing, Graphic Design, Public Relations, or related field required.
2. Experience – A minimum of 5 – 7 years of experience in in communications, marketing, ministry, nonprofit, education, or related fields required, with leadership or supervisory experience preferred.
3. Strong leadership, organizational, strategic planning, writing, editing, and interpersonal communication skills required.
4. Demonstrated ability to manage multiple projects, teams, timelines, and communication platforms simultaneously.
5. Working knowledge of branding, digital communication strategy, website management, social media platforms, marketing principles, and project management systems preferred.
6. Experience with supervising staff, coordinating creative teams, and managing communication workflows.
7. Ability to align communication strategy with organizational mission, vision, and ministry goals.

V. Hours

Full-Time, salaried position working Monday – Friday 8:00 am – 4:00 pm. Some evening and weekend hours will also be necessary