

Communications Director

Our mission is to help as many people as possible become totally committed to Jesus Christ

Primary Description:

Shoreline's Communications Director organizes and implements the internal and external advertising, sermon branding, brand identity for the church at large and marketing specific events and individual ministries. This position includes, but is not limited to: **internal/external advertising** for Shoreline and individual ministries, **sermon series graphics** and the **Shoreline website** (www.shorelinechurch.org).

Status: Full Time

Lines of Accountability: Ministry Development Pastor

Ministry Responsibilities:

1. Internal/External Advertising and Brand Identity

- Helping all of SCC adhere to the standards in the Shoreline's Communications Manual
- Maintaining the Shoreline brand and overall identity of the church in public
- Publicity Scheduling
 - Organizing publicity scheduling process (MPF)
 - Maintain and implement good design for internal and external advertising
- Graphic Design for individual events and ministries
 - Promote events/ministries as honestly and accurately as possible to further expand their ability to reach as many people as possible to Christ
 - Provide good design for:
 - Campaigns/marketing strategies for big events (BRANDING)
 - Weekend Service Bulletin
 - Inserts for the Bulletin
 - Digital Signage
 - Banners/Posters/Courtyard Flyers

- Newspaper/Magazine Ads - Monterey Herald, Californian, Military Newcomers Guide, Golf Links, etc.

2. Shoreline Website

- Design, theme and flow of the website map
- Content is accurate, up to date and appropriate
- Overall look and feel to be consistent with Shoreline's vision and goals
- Work with consultants for web specific design implementation
- Weekly Reading Guide and Small Group Discussion Questions

3. Sermon Series Graphics

- Work with Lead Pastor and Programming Team to brainstorm and better execute the sermon content visually
- Create memorable visual tie-in's with the sermon

4. Recruits and trains Communications Department

- Help provide a learning experience for individual to see how graphic design and communication are used in the professional world

5. Oversee graphics helps position

- Help provide a learning experience for individual to see how graphic design and communication are used in the professional world
- Recruits volunteers to serve in Communications
 - Bulletin Stuffers
 - Copy writers/proofers
 - Printers, et al

The Communications Director is Not Responsible:

- Reviewing and designing of internal departments communications of any kind

The Qualification Requirements:

1. Character

- **Spiritual Maturity.** A passionate and living relationship with Jesus undergirded with a deep love for the Word of God and commitment to the truth of Scripture.
- **Learning Attitude.** Willing to take criticism and build from constructive comments to effectively market/brand something. Take the initiative to build and grow design team.
- **Patience.** The ability to have grace with other ministries. To guide, teach and grow their knowledge in effectively marketing themselves.
- **Servants Heart**
- **Leader**

2. Gifting and Competencies

- An eye for good design
- The ability to communicate clearly and patiently
- Systematic organizational skills.
- Good boundaries to balance demands from multiple ministries
- Ability to see the big picture of Shoreline
- The kind “no”

3. Experience

- Graphic Design Degree
- Marketing background (not necessary for employment)
- Portfolio
- Understanding of Monterey’s culture

Therefore, since we are receiving a kingdom that cannot be shaken, let us be thankful, and so serve God acceptably with reverence and awe!

(Hebrews 12:28)