



JOB DESCRIPTION

JOB TITLE:	Communications Director
DEPARTMENT:	The Congregational Collective
REPORTS TO:	Executive Director of the Congregational Collective
EFFECTIVE DATE:	
CLASSIFICATION:	Exempt
HOME LOCATION:	San Antonio, Texas

POSITION SUMMARY: The Communications Director is responsible for designing, implementing, and stewarding the Congregation Collective's brand and messaging. This position will lead the communication efforts to accomplish the goals of the Collective program.

In the future, this position will be a part of the new organization and the person filling the role will not be an employee of the H. E. Butt Foundation.

PROGRAM MISSION: To equip congregations to become community leaders in mental health and wellness by partnering to build support systems, networks, and ministry tools that include educational resources, training, and a network of relationships.

ORGANIZATIONAL VALUES: Rooted in our Christian faith, daily work reflects the values of Hospitality, Stewardship, Unity, and Excellence.

ESSENTIAL FUNCTIONS:

- Understand and protect The Congregational Collective's brand, ensuring it is iterated successfully across multiple channels, audiences, and sub-brands
- Partner closely with leaders to address communication needs
- Manage multiple stakeholders above, across and below, helping them adhere to and embrace guidelines, and help them (in their voice) speak in the unified voice of the organization
- Operate and execute multiple platforms: print, online, mobile, social, public events, retail merchandise, signage
- Align the organization around a clear and prioritized communications plan and calendar
- Collaborate with internal and external analytics experts to develop understanding and improvement of audience engagement and transformative impact of communications
- Manage and develop creative resources to give guidance on creative development timelines and protecting the brand voice
- Manage the Collective's annual communication plan, creating efficient workflow, on-time delivery, and developing a cohesive, positive work culture within the approved budget
- Select and manage outside partners/vendors (digital/social & brand agencies, PR firms, etc.) who will be leveraged as extensions of the core team



QUALIFICATIONS:

- Bachelor's degree required; MA preferred
- A minimum of 7 years of experience in communication roles
- Experience hiring, leading, challenging, and coaching a team
- Brand management experience preferred

COMPETENCIES-Knowledge, Skills, and Abilities:

- Creativity, flexibility, adherence to essential forms, styles, voices of the organization
- Ability to understand and operationalize big picture strategy
- Professionalism
- Excellent interpersonal and communication skills
- Ability to work independently and as part of a team
- Strong organizational skills and attention to detail
- Ability to handle sensitive information with discretion
- Passion for mental health advocacy and a commitment to supporting those in need
- A deep understanding of the challenges faced by individuals and families in the church community

WORK ENVIRONMENT & PHYSICAL REQUIREMENTS:

Mental and Physical Demands

Maintain emotional control under stress; work with interruptions and deadlines; walking, standing, stooping, bending, pulling, and pushing, use hands and fingers for typing and to handle controls; reach with hands and arms; occasional: lifting/carrying, pulling/pushing 10-30 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Environmental Factors

Occasional exposure to biological hazards (communicable diseases, bacteria, insects, mold, fungi, etc.). Occasional exposure to weather related conditions when working in outside environment and events. This job operates primarily in a professional office environment mainly in San Antonio, Texas. Will experience occasional outdoor responsibilities. Must be able to work between camp and office facilities on uneven terrain, as needed.

The above is intended to describe the general content of and requirements for this job. It is not to be construed as an exhaustive statement of duties, responsibilities, or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

EMPLOYEE SIGNATURE

DATE

MANAGER SIGNATURE

DATE