

Waypoint Church Job Description

Job Title: Communications Director
Department: Worship and Communications
Reports To: Worship Pastor
FLSA Status: Full-Time, Exempt

SUMMARY: The Communications Director provides strategic leadership for communication systems, digital platforms, and communication planning across all Waypoint campuses. This role develops scalable communication strategies, oversees digital systems and media initiatives, equips staff through training and documentation, and ensures every campus communicates with clarity, consistency, and excellence. The Communications Director serves ministry leaders by building processes, providing strategic insight, and creating communication systems that support disciple-making as Waypoint continues to multiply.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Communications Strategy & Planning

- Create, implement, and continually refine a church-wide communication strategy across all campuses.
- Partner with ministry and campus leaders in communication planning from concept through execution.
- Lead communication planning meetings and post-event follow-up meetings to continually improve effectiveness.
- Think strategically about long-term communication initiatives that support church-wide vision and campus multiplication.
- Ensure consistency of messaging, branding, and communication standards across every ministry and campus.
- Develop scalable communication systems that can be reproduced as new campuses launch.
- Project management of multiple concurrent initiatives.

Digital Systems & Platforms

- Provide oversight and ongoing management of the ROCK database, ensuring system integrity, ministry effectiveness, and campus adoption.
- Create and maintain communication workflows, forms, automations, and ministry systems within ROCK.
- Oversee all digital signage across campuses.
- Create and implement training videos that equip and train staff and volunteers to effectively use systems and processes.

Media, Video & Marketing

- Oversee church-wide video strategy and major video projects, including coordinating storytelling initiatives, sermon media, and ministry highlight videos.
- Oversee the church website, sermon archive, and digital content strategy.

- Manage social media advertising accounts, budgets, audience targeting, and campaign performance.
- Develop annual social media strategy and publishing schedules.
- Implement digital marketing strategies that support ministry initiatives, outreach, and campus launches.

Ministerial

- Support the mission of Waypoint by serving ministries and campuses.
- Build, equip, and develop volunteers for communication needs.
- Maintain a willingness to assist in other ministry areas.

Program Proficiencies

- ROCK
- Adobe Creative Cloud
- Microsoft Suite

Leadership & Administrative:

- Provide budget insights and communication recommendations that help campuses steward resources effectively.
- Assist ministries in planning communication budgets and evaluating communication effectiveness.
- Recruit, train, and develop volunteers and staff serving within communications and media.
- Create scalable systems and documentation that improve efficiency across ministries.
- Identify opportunities for innovation and continuous improvement in communication processes.
- Attend planning, leadership, and strategic meetings as assigned.

PERSONAL QUALIFICATIONS:

Character Traits:

- A believer in Jesus Christ as Lord and Savior.
- Able to affirm the beliefs outlined in the Baptist Faith and Message 2000.
- Ongoing desire and effort to grow more Christ-like in character.
- Desire to continuously learn and serve others.
- Caring heart and desire to help heal those who are hurting and broken.
- Honest and trustworthy.
- Integrity for work habits and results.
- Ability to discern needs and respond appropriately, sensitively and proactively.
- Appreciation for the giftedness of individuals.
- Ongoing desire and effort to grow more Christ-like in character.
- Able to keep high level of confidentiality.
- Strong listener.

Skills and Talents:

- Possess very strong oral and written communication skills.
- Proficient knowledge of effective organizational communication.
- Proficient knowledge of digital marketing strategies.

- Proficient and growing knowledge of video editing software.
- Proficient and growing knowledge of the Adobe Creative Suite.
- Ability to become proficient in additional creative software.
- Knowledgeable concerning relevant legal and ethical issues
- Able to multi-task and maintain composure under pressure.
- Begin and end projects within reasonable timeframe.
- Self-starter needing minimal supervision.
- Works well with others and as part of a team.
- Energized by non-routine assignments.
- Creative and innovative.
- Work within budget parameters.
- Align with organizational vision, goals, values, and policies.
- Proficient with current technology and communication tools.

EXPERIENCE:

- Minimum 5 years of experience in a related church staff position.
- Significant experience developing and leading volunteers and teams.

EDUCATION:

- Bachelor's degree in related field or related experience.

WORK ENVIRONMENT:

The characteristics described here are representative of the environment the employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This position requires sitting and viewing a computer monitor for extended periods of time, manual dexterity, bending, stooping, walking, reaching, occasional moderate lifting (up to 40 pounds), good hearing, voice control and good vision. The noise level and the work environment is usually moderate.