Director of Communications

POSITION DESCRIPTION | EVANGELICAL FREE CHURCH OF LETHBRIDGE

EMPLOYMENT	Full-time | 1.0 FTE
TEAM	Support / Operations
REPORTS TO	Support Team Leader
KEY RELATIONSHIPS	Lead Pastor, Executive Pastor, ministry team leaders

Position purpose

Provide strategic and practical communications leadership that helps people understand E-Free's mission, connect with its ministries and take meaningful next steps. This working director shapes clear, compelling and consistent communication for both the congregation and broader community.

Core accountabilities

Strategy, messaging and engagement

Desired outcome: Church-wide communication is clear, purposeful and aligned with E-Free's mission and priorities.

- Lead and evaluate an integrated communications approach for congregational and community audiences.
- Partner with senior and ministry leadership to communicate priorities, opportunities and meaningful next steps.
- Strengthen understanding and engagement through compelling, authentic storytelling and audience-aware messaging.

Channels and content

Desired outcome: E-Free's communication channels are accurate, accessible, welcoming and effective.

- Oversee the effectiveness, quality and consistency of church-wide digital, print and in-person communications.
- Ensure timely, accurate information reaches intended audiences through appropriate channels.
- Guide content development and production, directly completing routine work and delegating specialist work as appropriate.

Creative direction and stewardship

Desired outcome: Communication reflects a cohesive identity and makes responsible use of resources.

- Maintain standards for organizational voice, editorial quality, accessibility and visual identity.
- Coordinate internal and external creative resources within approved budgets.
- Improve communications processes and tools to support reliability, clarity and effectiveness.

Collaboration and leadership

Desired outcome: Ministry teams are well supported by coordinated communications and clear decisions.

- Build productive working relationships across Discover, Deepen, Deploy and Support.
- Establish workable priorities, timelines and expectations for church-wide communications.
- Provide sound editorial judgment, guidance and appropriate escalation for sensitive matters.

Typical responsibilities

The following illustrate current communication activities, not fixed methods or platforms. The Director is expected to assess their effectiveness and recommend better approaches as needs and technology evolve.

Planning and editorial workflow

- Maintain a church-wide editorial calendar covering Sunday services, ministry events, campaigns and recurring communications.
- Receive, clarify and prioritize ministry communication requests; confirm content owners, deadlines, approvals and channels.
- Meet regularly with ministry leaders to identify upcoming stories, changes, events and communication needs.

Content production and channel maintenance

- Update and quality-check the church website, including service information, event pages, registration links and first-time guest information.
- Prepare and distribute weekly congregational emails and other recurring updates; keep contact lists and permissions appropriately managed.
- Manage appropriate social and community-facing channels, currently including social media; assess channel effectiveness and recommend changes as audiences and tools evolve.
- Ensure Sunday communications are timely and effective, using announcements, screens, print or other methods where appropriate.
- Write, edit and proofread copy; confirm key facts, dates, names, accessibility and brand consistency before publication.

Creative coordination and reporting

- Produce routine graphics and digital assets; brief and coordinate approved freelance or external creative suppliers for specialized work.
- Coordinate photography, video or story collection with appropriate consent and privacy safeguards.
- Review basic channel performance and feedback regularly, and recommend practical improvements.

Decision rights and boundaries

The Director leads communications methods, editorial standards, routine priorities and delivery within approved direction. Ministry leaders remain accountable for their ministry priorities; senior leadership retains church-wide strategy, theology and sensitive institutional messaging. Significant personnel, budget, policy and strategic changes require approval through established church processes.

Candidate requirements

Essential

- Demonstrated communications strategy, writing, editing and storytelling skills.
- Strong editorial judgment, creativity and ability to communicate with distinct audiences.
- Experience coordinating multiple projects, channels and stakeholders.
- Competence with relevant digital communications tools and ability to adapt to new technology.
- A personal love for Jesus Christ and a commitment to following Him, with willingness to affirm and support E-Free Lethbridge's Statement of Faith, Mission, Vision and Values.
- Proactive, collaborative and self-directed approach.

Considered assets

- Advanced design, photography, video or multimedia experience.
- Experience working with external creative professionals.
- Experience in church, nonprofit or community-facing communications.

Indicators of success

- Congregants understand church priorities and can identify relevant next steps.
- External audiences encounter a clear, consistent and welcoming picture of E-Free.
- Meaningful stories of ministry impact are shared regularly.
- Communications work is well prioritized and reliably delivered.

- Ministry teams experience a constructive and responsive communications partnership.

Working expectations

Some Sunday and event attendance is required to understand ministry activities, provide appropriate coverage and support significant church communications. Specific scheduling is established with the Support Team Leader.