

Director of Communications
Job Description

The role of the Director of Communications (DoC) is to oversee the communication strategy of the Churches of God, General Conference (CGGC) under the direction and leadership of the Executive Director. This will require a firm grasp of the beliefs, values and strategy of the CGGC and the ability to align staff, teams, and projects with its mission, vision and values. The DoC will lead all components of communications and marketing to add inspiration, motivation and clarity to denominational messaging.

The Key Outputs of the DoC are:

1. That the mission, vision, programming, and stories of the CGGC are effectively and clearly communicated within the CGGC and beyond.
2. That the branding of the CGGC reflects its identity and vision and is executed consistently.
3. That the General Conference office puts forth a unified voice that speaks to a broad spectrum of demographics.

To accomplish these Key Outputs, the DoC will be responsible for the following:

1. *Developing and leading the GC marketing strategy.*
 - a. Communicate the work of the General Conference to leaders, donors, churches, regions, institutions, and beyond.
 - b. Engage constituents in the work of the General Conference.
 - c. Utilize a variety of communication tools.
2. *Building and protecting the branding of the General Conference.*
 - a. Reflect the mission, vision, values, and strategy both verbally and visually.
 - b. Shape messaging to incorporate the identity and direction of the CGGC.
 - c. Ensure consistency in all communication pieces from the GC office.
3. *Growing connections between CGGC constituents.*
 - a. Curate and distribute stories that help leaders and churches engage in each other's lives and ministries.
4. *Creating a unified voice from the GC office.*
 - a. Lead the effort to establish a unified voice from the GC office, rather than separate staff and departments each having their own voice.
 - b. Scheduling all communication from the GC office so as to provide constant communication that does not overwhelm recipients.