

# POSITIONAL DESCRIPTION

## COMMUNICATIONS DIRECTOR

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### QUALIFICATIONS

- Must live up to the leadership covenant
- Must be an excellent communicator
- Must understand the voice of Hoboken Grace
- Must be able to recruit
- Must excel in multitasking
- Must be an excellent planner

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### TIME COMMITMENT

50 hr/wk

- Marketing (5hr/wk)
- Communications Layout (8hr/wk)
- Calendar (2 hr/wk)
- Weekly Email (3 hr/wk)
- Social Media (10 hr/wk)
- Staff Meeting (3 hr/wk)
- Team Meeting (1hr/wk)
- Website (2hr/wk)
- Announcements (2hr/wk)
- Creative Development (5hr/wk)
- Team Development (5 hr/wk)
- Other (2 hr/wk)

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### WHAT A WIN LOOKS LIKE

Information flows seamlessly from Church to People.

- People are informed at every level (Community, Crowd, Cong., Committed, Core).
- Confusion is eliminated.
- No one falls through the cracks.
- People understand exactly when and where to obtain information.

People are engaged.

- People are responding to the information they are receiving.
- People are using the systems to communicate.
- People enjoy the communication they are receiving.

Our story is being communicated.

- Our city knows what God is doing at Hoboken Grace.
- Our church knows what is happening at Hoboken Grace.
- God is being celebrated at every level of Hoboken Grace.

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### KEYS TO WINNING

Information flows seamlessly from Church to People.

- Use the strengths of your tools.
- Utilize the proper tools in the proper environments.
- Evaluate your systems consistently.

The Church is engaged.

- Be consistent with your communication process.
- Recruit multiple voices to help keep things fresh.
- Continue learning about the tools available and how to utilize those.
- Make the systems as easy as humanly possible.

Our story is being communicated.

- Recruit and utilize journalists to capture our story.
- Utilize all forms of media to capture what is happening and communicate it.
- Ensure that God is the hero of the story consistently.