



Community Fellowship

CHURCH

Communication Director - Job Description

CFC is a vibrant and growing C&MA congregation located in Lancaster, PA, meeting at two locations. Biblically grounded preaching and modern worship characterize our gatherings. As we pursue our Multiply vision — Making Disciples in Our Everyday Lives — we are focused on:

- Evangelism — inviting new people to faith in Jesus as we expand into new spaces and strengthen our gospel presence in Lancaster.
- Disciple-Making — advancing person-to-person discipleship that produces spiritual maturity and multiplication.
- Leadership Development — building a pipeline of new leaders and ministry innovators who carry the mission forward.

The Communication Director advances all three priorities by strengthening organizational clarity, developing communication leaders and creative teams, and ensuring that CFC's messaging consistently reflects the mission, vision, and values of the church.

POSITION SUMMARY

The Communication Director strengthens organizational clarity and mission alignment across CFC by leading communication strategy, developing creative teams, and building scalable communication systems.

This role ensures that CFC's messaging, storytelling, environments, and digital presence consistently reflect the church's vision and values. Because this level of leadership is primarily about equipping and developing others, the Communication Director builds volunteer teams, develops ministry communicators, and creates systems that allow communication to scale effectively across ministries, services, and sites.

The Communication Director regularly evaluates communication workflows, retrains teams when needed, and refines SOPs to improve clarity, consistency, and effectiveness.

COMMUNICATION STRATEGY & ALIGNMENT

- Communication systems and ministry messaging consistently reinforce CFC's vision, values, and strategic priorities across all platforms.

- A communication growth plan with measurable goals is maintained and regularly evaluated to assess communication health and effectiveness.
- Clear communication workflows equip staff and ministry leaders to communicate events, initiatives, and ministry opportunities effectively and consistently.
- Strategic projects and campaigns are communicated with clarity and consistency, increasing congregational awareness and engagement.
- Teams and systems ensure that signage, environments, and communication artifacts reinforce CFC's mission while maintaining brand standards.
- Ensure timely, unified, and cohesive communications in the event of a crisis, or sensitive situation that aligns with CFC mission and values, within the church and with the public, including the media.

TEAM DEVELOPMENT & CREATIVE LEADERSHIP

- A consistent culture of volunteer recruitment and development expands the working capacity of the Communication Ministry through growing teams of creatives, storytellers, and ministry communicators.
- Creative volunteers are actively identified, recruited, trained, and deployed in ways that strengthen storytelling, increase ministry effectiveness, and connect them to their role in the mission of God.
- The Communications Coordinator, Multimedia Producer, and other creative contributors are equipped, coached, and aligned around clear expectations, measurable goals, and shared ministry priorities. They grow in their ability to communicate vision, tell stories effectively, and steward communication responsibly and consistently.
- Creative teams are gathered and led through clear direction, collaborative planning rhythms, delegated ownership, timelines, and ongoing coaching.

INTEGRATION, STORYTELLING & ENGAGEMENT

- Integration workflows are supervised, evaluated, and refined to ensure clear movement from first-time guest to engaged participant.
- Integration systems and teams consistently deliver clear and effective next-step environments.
- Stories of life change, ministry impact, and mission advancement are communicated in ways that strengthen engagement and vision alignment.
- Weekend environments, welcome systems, and communication touchpoints contribute to a warm and engaging guest experience.

SYSTEMS, WORKFLOW & EVALUATION

- Communication workflows, promotional systems, and planning processes are regularly evaluated and refined for effectiveness and scalability.
- Teams receive retraining and coaching when needed to maintain clarity, consistency, and excellence.

- SOPs, communication standards, and creative workflows are reviewed and updated to support long-term organizational health.
- Financial resources connected to communication and creative initiatives are stewarded with wisdom and excellence.
- Regular benchmarking and collaboration with other churches and communication leaders contributes to continued learning and innovation.

REPORTS TO:

Senior Executive Pastor

CATEGORY:

Full-Time; Exempt

YOUR DIRECT REPORTS

- Communications Coordinator
- Integration Coordinator
- Multimedia Producer

YOUR TEAMS

- Operations Team
- Weekend Leadership Team
- Hospitality & Integration Team
- Your Volunteer Teams

QUALIFICATIONS

- A growing relationship with Jesus and a desire to see lives changed by the gospel.
- Demonstrates the ability to make disciples who make disciples.
- Significant experience developing organizational communication systems
- Strong systems thinker with attention to detail, workflow development, and organizational clarity.
- Thrives in recruiting, equipping, and empowering teams rather than carrying ministry alone.
- Enjoys mobilizing people around a shared vision and leading creative collaboration.
- Passionate about developing leaders and helping people serve in their giftedness.
- Strong writing, editing, and communication skills.
- Philosophical alignment with CFC leadership and the C&MA denomination.
- Demonstrates emotional intelligence, cultural awareness, initiative, and ownership.
- Proven leadership competency and ministry experience.