



Posting Notice

Christian City, Inc. seeks a full-time Communications Director. The Communications Director plays an integral role in promoting Christian City in the greater Atlanta area. The Communications Director will develop a strategic communications plan for the organization, and s/he will lead and participate in the execution and measurement of that plan. The Communications Director is an integral part of Christian City's Development Team, collaborating with 11 other FT & PT professionals to ensure the necessary resources are provided to achieve Christian City's mission.

Christian City is a faith-based nonprofit serving senior adults and youth since 1965 on our 500-acre campus south of the Atlanta airport. The mission is to extend Christ's call to love your neighbor through housing, healthcare, and crisis intervention to children, families, and older adults.

The Communications Director reports to the Chief Advancement Officer and supervises the Creative Director, Interns and volunteers as recruited, and manages a limited number of contract relationships.

Details of the position and the desired candidate are below. Qualified candidates should submit a resume, cover letter, and 3 *writing samples* to Llandrum@christiancity.org. No phone inquiries please.

MINIMUM QUALIFICATIONS & EXPERIENCE:

- Bachelor's degree
- 5+ years working in a professional communications role, preferably within a nonprofit, faith-based or human service organization
- Experience managing and executing across several communications media
- Exceptional oral, written communication, and presentation skills that are persuasive, clear, and concise; detail-oriented with a commitment to accuracy and clarity
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels
- Strong computer aptitude in Microsoft Office Suite required
- Experience with Adobe, Wordpress and/or HTML preferred
- Willing to execute day-to-day tasks and work independently
- Capable leader, manager and coach for FTE, interns, volunteers, and contract relationships
- Good entrepreneurial work ethic and a desire to 'get the job done'
- Ability to prioritize and follow-through effectively
- Able to work calmly under deadline
- Strong time management and multi-tasking skills
- Friendly and a good relationship-builder
- Ability to work well with and inspire external audiences and staff across a complex organization
- Strong initiative, self-confidence, creativity, and entrepreneurial skills; enjoys working as a team player but also has the capability to work independently and as a self-starter
- Personal integrity and the ability to inspire confidence and trust
- Commitment to Christian City's mission, child protection, and senior adult services, with the natural ability to articulate the mission to others

- Comfortable working in a faith-based organization where you may use faith language in some applications
- Manages relationship with supervisor with open dialogue and willingness to ask clarifying questions.
- Highly professional demeanor; able to work successfully with and respect the confidentiality of information pertaining to a wide variety of constituents including donors, board members, volunteers, and professional consultants.
- Exhibits qualities valued in a collaborative work environment characterized by a growth mindset: integrity, trustworthiness, flexibility, compassion, humor, creativity, and persistence
- Knowledge and engagement in the Atlanta media, business, and philanthropic communities preferred
- Ability to represent the organization throughout the Atlanta community in civic and professional organizations
- Friendly personality with a good sense of humor

GENERAL RESPONSIBILITIES:

Communications Strategy, Vision, and Leadership

- Develop and implement an integrated, organization-wide strategic communications plan to broaden awareness of Christian City and its ministries and strengthen Christian City's brand identity across key stakeholder audiences.
- Create a brand/marketing/public relations strategy that will allow Christian City executive, program and board leadership to cultivate and enhance meaningful relationships with targeted high-level external audiences, including the media, public officials and key influencers.
- Identify challenges and emerging issues faces by the sector and organization. Work with staff leadership to recognize internal and external communications opportunities and solutions and define and execute appropriate strategies to support them.
- Track and measure the level of engagement with the organization over time, adjusting strategies as needed to maximize engagement.

Communications Operation

- Oversee the continued development, use, and compliance of the Christian City brand.
- Oversee, or execute as needed, all copy intended for public consumption to ensure its alignment with the strategic communications plan.
- Oversee, or execute as needed, the development of all print and branded materials, including brochures, banners, annual reports, fact sheets, one-pagers, and other materials.
- Oversee, or execute as needed, the development of electronic communications, including Christian City's website, impact videos, quarterly donor stewardship newsletter, monthly resident newsletter (print & electronic), foster parent newsletter, pastor newsletter, slide decks, and other electronic communications.
- Work with contracted consultants to curate content and increase audience engagement on Christian City's social media channels.
- Exercise judgement to prioritize media opportunities and prepare talking points.
- Serve as lead point person on media interactions that help promote and/or impact the organization and actively cultivate and manage press relationships to ensure coverage of issues of strategic importance to the organization.
- Manage relationships with communications-related vendors and consultants.
- Represents the organization at Chambers of Commerce and by public speaking opportunities when appropriate.
- Develop, manage, and monitor budget lines for greatest impact.

Team Development & Management

- Recruit and manage a communications support team, consisting of internal Creative Director FTE, a few contract relationships, and board, intern, and volunteer talent, to support the development and execution of the communications strategy.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis.

EXPECTED OUTCOMES:

1. Positive, effective, and strategic media relationships resulting in coverage of Christian City activities.
2. Communications priorities are defined and tied to Christian City's strategic plan.
3. Increased awareness of Christian City in the greater Atlanta area and among business, program, faith, and philanthropic leaders.
4. Fresh and full content of compelling videos telling the story of Christian City's impact.
5. Resourceful and effective use of paid and non-paid media to educate the public on Christian City's impact and needs.
6. Compelling collateral (print and electronic) that engages audiences.