



Uniting Christians to Shine Bright

Director of Communications Job Description

WorkLight is a redefining of a ministry that has been positively impacting lives for over 35 years. Formerly known as Christians in Commerce, we are transforming the way we reach and support Christians in the workplace. This engagement-centered endeavor includes a new brand, enhanced content, additional media channels, on demand resources, and innovation toward younger and more diverse audiences.

Job Overview

The Director of Communications will oversee strategic and operational aspects of building an audience around the WorkLight mission of uniting Christians to bring the Kingdom to life in the workplace. The ideal candidate will display a strong creative and entrepreneurial spirit to grow and expand the ministry at the outer layers of our growth model. The Director of Communications will have direct oversight for all aspects of communications including leadership, governance, marketing, branding, strategy, metrics, planning, and performance.

The Director of Communications is responsible for creating and working with content providers to develop down-to-earth and inspiring communications resources for various channels of communications. They will also build the company's online/digital marketing presence, such as developing marketing ads, promotions, emails and more.

Reporting structure

The Director of Communications will report to the President, work closely with our Communications Committee and Editorial Board, and directly manage a team of volunteers, consultants, part-time, and full-time staff as it relates to Communications.

Responsibilities include:

Communications Department Management

- Lead Communications Committee and Editorial board
- Manage all communications staff, consultants, and volunteers
- Create and manage annual Communications Department budget
- Develop, implement, and update communications strategy, including defined goals, KPIs, metrics, campaigns, and tactics (See [WorkLight Growth 2020-2024](#))
- Create and update an overall strategic messaging framework, as well as related frameworks for use on specific campaigns and inter-departmental collaboration

Content Creation & Content Management

- Manage content and coordinate content calendar, aligned with campaigns happening across departments (communications, programs, and fundraising)

- Find content creators/volunteers, create content, design and update calendars for communication resources (I.e. Spark daily reflections, Nine to Five Podcasts, story video resources, and a monthly publication, etc.)
- Create content, messaging, and campaign promotion for the organization
- Create content and posts for social media (Facebook, Twitter, Instagram, and LinkedIn)
- Manage activity and coordinate editorial calendar for social media channels
- Oversee external facing communications and resources to audience, participants and donors, including direct mails, guides/toolkits, and email campaigns
- Drive strategy and tactics for WorkLight's public relations efforts

Event Promotion & Support

- Support planning and facilitation for events hosted by the WorkLight Home Office.
- Oversee all event and campaign promotions, creating timelines, planning documents and content.

Website & Digital Marketing

- Supervise marketing and promotional activities for organization (communications, programs and fundraising)
- Watching and reporting on campaigns progress with follow up reports to key staff and committees showing overall campaign performance.
- Manage website and online tracking analytics
- Meet and negotiate contracts and prices for advertising
- Create, design and establish schedules for ads and campaign promotions
- Develop website and content for optimizing SEO
- Continuous support and UI/UX development for worklight.org website

Required Qualifications

- Solid Christian commitment and support of the WorkLight mission
- Strong, well-formed Christian faith and a foundational knowledge of the theology of work
- Proven writing and verbal communications skills
- Bachelor degree in related field (marketing, mass communications, communications, business) and 5+ years of related communications/marketing work experience
- Strategic thinking experience and ability to manage detailed projects
- Ability to recognize and produce powerful stories

Preferred knowledge and skills

- Entrepreneurial and creative thinking
- Knowledge of issues relating to faith and business
- Past experience with working and leading teams
- Marketing, public relations, and fundraising skills
- Knowledge of communicating to a variety of ages, backgrounds, and socio/economic needs
- Ability to create and maintain plans in the face of perceived urgency and uncertainty
- Eager to serve and work collaboratively with others