



Staff Role Description

Director of Marketing & Communications

Ministry:	Central
Reports To:	Pastor of Gatherings & Creativity
Average Hours Per Week:	Full-time, 40+ hours/week
Role Type:	Exempt
Last Revision Date:	August 2026

Role Overview

The Director of Marketing and Communications will provide strategic and operational leadership for The Chapel's marketing and communications so people receive clear, consistent, timely communication and are invited into meaningful next steps. This role owns the churchwide communications strategy, brand, content ecosystem, website, social media, YouTube presence, platform growth, and team leadership while partnering with senior and ministry leaders to advance the mission across nine campuses. Seven or more years of direct team leadership and progressive communications experience strongly preferred. This is a full-time, director-level role.

Primary Responsibilities

- Develop and maintain an integrated churchwide communications and marketing strategy aligned with organizational priorities, ministry seasons, and the weekend calendar.
- Serve as the primary communications strategy partner to senior leadership, translating ministry priorities into audience-centered communication plans and measurable outcomes.
- Own The Chapel's brand standards across voice, message, visual identity, and experience; approve significant brand applications and resolve inconsistencies.
- Lead internal communications and the Communications Service Request process so requests are prioritized, scoped, assigned, and evaluated against churchwide strategy and team capacity.
- Own the strategy, execution model, governance, measurement, and growth of The Chapel's website, social media platforms, and YouTube channel.
- Own website strategy and execution, including information architecture, audience journeys, content priorities, publishing standards, search visibility, conversion pathways, analytics, and continuous improvement.
- Own social media strategy and execution across organic and paid activity, including platform priorities, audience segmentation, content mix, community engagement, advertising strategy, campaign execution, budget recommendations, optimization, and reporting.

Director of Marketing and Communications

- Own YouTube strategy and direct the organization of content, including channel architecture, playlists, recurring series, metadata, packaging, publishing cadence, search and recommendation discoverability, and pathways from viewing to meaningful next steps.
- Set and pursue measurable growth goals for both internal audiences—people already connected to The Chapel—and external audiences not yet connected to the church, including follower, subscriber, reach, engagement, and conversion goals by platform.
- Direct broader external marketing, digital campaigns, search and paid media, and community-facing communication in coordination with the platform strategies.
- Lead the creation of storytelling and discipleship content in partnership with pastors and ministry leaders, ensuring theological integrity, audience relevance, and effective distribution.
- Set creative direction for major campaigns and initiatives; provide clear briefs and feedback while empowering designers, writers, and content creators to execute within their expertise.
- Own the master communications and content calendar and ensure it integrates with weekend, ministry, campus, and organizational priorities.
- Build dashboards and reporting for reach, engagement, conversion, channel performance, campaign outcomes, and operational health; use findings to improve future work.
- Collaborate with other director-level staff members while owning message, audience, channel, and brand.
- Use clear governance and escalation when requests conflict, exceed capacity, change approved scope, or require senior-leadership tradeoffs.
- Lead, coach, and develop the communications team; establish role clarity, healthy workflows, sustainable capacity, and appropriate use of agencies, freelancers, and tools.
- Participate fully in staff and spiritual-formation rhythms, collaborate across teams, and remain flexible for occasional evenings, weekends, peak ministry seasons, and related duties.

Key Qualities and Competencies

- Strategic communication and marketing judgment with the ability to connect organizational goals to audience behavior and next steps.
- Strong creative direction across writing, design, digital, photo, video, campaigns, and content distribution.
- Excellent people leadership, prioritization, executive communication, and cross-functional influence.
- Fluency with analytics, content operations, digital platforms, and responsible application of AI-enabled communications tools.
- Possess a Bachelor's degree in communications, marketing, journalism, design, ministry, or a related field, or equivalent experience (strongly preferred)
- Demonstrated success leading integrated campaigns and communications in a complex, multi-audience, multi-site organization

Director of Marketing and Communications

Cultural Alignment

The Director of Marketing and Communications must embody the mission, vision and values of The Chapel, as outlined below, by being a visible example and model to all those within their scope of influence.

Our **MISSION**: *To help people come alive to God! This means we:*

- Carry the Christianity of Jesus
- Pray Heaven to Earth
- Be a Force for Good
- Live as part of a Kingdom Community

Our **VISION**: *To help ignite revival in our church communities, and around the world! Revival happens whenever a group of people, anywhere, at any time, come alive to God. We do this by pursuing:*

- Widespread Spiritual Awakening (All of God)
- Revitalization of the Church (All of us)
- Transformation of Society (All of our world)

Our **VALUES**: *To be a people fully devoted to God and others. We trust God in all things, big and small. We live authentically, never pretending to be something we're not. We embrace life with joy, finding ways to have fun along the way. We do this by:*

- Living All-In: A fully committed people who come in third (God, others, self)
- Having Expectant Faith: He is who he said he is and will do what he said he will do
- Being Authentic: Honest, forthright, plain-spoken and integrity-filled
- Having Fun: Vibrant, winsome, joyful

This role description is meant to describe the general nature and level of responsibilities being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position.