



agapé city
CHURCH

DIRECTOR OF COMMUNICATIONS | AGAPÉ CITY CHURCH

DATE: August 17, 2026

MINISTRY AREA: Communications

REPORTS TO: Executive Director

JOB STATUS:

- ☒ Exempt (not eligible for overtime) ☐ Non-Exempt (eligible for overtime)
☒ Full Time ☐ Part Time
☐ Hourly ☒ Salaried

WORK SCHEDULE AND LOCATION: Primarily on-site Monday–Friday, with flexibility approved by the Executive Director. Sunday, evening, or event participation may be required when a specific communication or ministry need requires it.

JOB DESCRIPTION

Summary / Objective

The Director of Communications provides strategic leadership and professional oversight for church-wide communication at Agapé City Church. This role is responsible for ensuring ACC communicates with clarity, consistency, creativity, and excellence across its internal and external channels.

The Director of Communications serves as a trusted translator of ACC's vision, mission, culture, and ministry priorities. This person must deeply understand not only what ACC is communicating, but why, and must be able to express that message in a voice, tone, and manner aligned with the Lead Pastor and Executive Leadership.

This is a strategy-first role that also requires substantial hands-on execution. The director is expected to write and edit content; maintain routine digital communication; manage website, app, registration, and communication-system functions; and coordinate specialized creative or technical work through vendors when necessary.

The Director should be capable of receiving direction at the vision level and translating it into clear, compelling communication without requiring Executive Leadership to write or substantially reshape routine messaging. Routine content may be published independently within ACC's established strategy and standards. Vision-sensitive, pastoral, crisis-related, or major organizational messaging requires appropriate review and approval from Executive Leadership.

General Job Duties

Communications Strategy and Vision Alignment

- Develop, lead, and regularly evaluate a comprehensive church-wide communications strategy aligned with ACC's mission, **Creating a Community where Love Leads**, and with the vision and ministry direction established by the Lead Pastor and Executive Leadership.
- Serve as a strategic communications partner to the Lead Pastor, Executive Director, and ministry leaders.
- Develop a close working understanding of the Lead Pastor's communication voice and help translate vision, ministry priorities, and major church-wide moments into clear and aligned messaging.
- Assist with ACC-related letters, statements, and other Lead Pastor messaging when requested.
- Establish church-wide messaging priorities so ACC communicates what matters most with appropriate clarity, timing, and repetition.
- Develop and maintain ACC's master editorial, public event, campaign, and promotion calendars.
- Anticipate communication needs and begin planning early enough to reduce reactive work, prevent avoidable confusion, and maintain a high standard of execution.
- Establish and manage processes for receiving, evaluating, prioritizing, scheduling, and completing communication requests from staff and ministries.
- Work with a genuine posture of supporting ministries and ministry leaders. When a request is late, incomplete, or conflicts with a higher church-wide priority, adjust its timing, channel, scope,

or sequence when needed while helping the ministry identify the best available solution. Escalate significant exceptions or unresolved priority conflicts to the Executive Director.

Church-Wide Messaging and Recurring Communication

- Lead the development, writing, editing, and final review of church-wide messaging so it is accurate, compelling, audience-aware, and consistent with ACC's voice.
 - Produce and distribute ACC's monthly church-wide newsletter, including content planning, information gathering, writing and editing, creative coordination, and timely publication.
 - Own church-wide emails, special updates, app push notifications, major announcements, campaign messaging, and other congregation-wide communication.
 - Develop communication plans for major services, seasonal moments, church-wide initiatives, ministry launches, outreach efforts, events, and organizational changes.
 - Maintain appropriate editorial standards for grammar, tone, theological accuracy, cultural awareness, accessibility, and message consistency.
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Website, App, Forms, Registrations, and Communication Systems

- Own the content, organization, user experience, accuracy, and communication outcomes of ACC's website and app.
 - Personally perform routine website and app administration, including page creation, content updates, event information, registration links, and other user-facing changes.
 - Build, publish, and maintain event registration forms, communication workflows, and related website or app pathways.
 - Manage the registration process in support of ministry leaders, including gathering complete information, configuring forms, handling routine corrections, supporting participant communication, maintaining rosters, and providing related follow-through.
 - Engage and coordinate qualified vendors for advanced development, integrations, major platform failures, or other work beyond the Director's reasonable technical ability.
 - Within ACC's church-management system, own communication-related functions, forms, registrations, audience lists, and user-facing workflows.
 - Collaborate with the appropriate leadership, staff, or vendor regarding technical systems and integrations. Broader database governance, organizational records, systemwide permissions, financial records, and institutional reporting remain outside this role.
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Public Event and Promotion Calendars

- Own and maintain ACC's public event calendar and church-wide promotion calendar.
- Coordinate closely with the Office Administrator, who owns facility scheduling, building-use reservations, and related operational calendars, so approved event information remains synchronized and accurate.

- For church-wide and ministry events, develop the communication plan and promotion timeline; write and edit messaging; coordinate graphics, video, and other promotional assets; determine audiences, channels, timing, and frequency; and create and maintain website and app event pages and registration links.
 - Collect and verify event details with the responsible ministry leader before publication.
 - Ensure event communication clearly explains what people need to know and how they should respond or participate.
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Social Media and Local Community Communication

- Help set ACC's social-media strategy, voice, priorities, standards, and campaign calendar.
 - Work with appropriate staff responsible for daily social-media execution, providing strategic direction and content priorities while respecting the reporting structure established for that staff member.
 - Plan or coordinate organic digital campaigns, paid digital advertising, local media and public-relations efforts, community-facing print, mail, or outdoor promotion, and online reputation or public-facing review responses.
 - Keep external communication centered on ACC's specific mission in Howell, Michigan. ACC's communication should help the local community understand who ACC is and how to engage, rather than pursue broad marketing or regional brand expansion disconnected from ACC's calling.
 - Use marketing and promotional tools selectively and in service of Creating a Community where Love Leads.
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Weekend-Service Communication and Media Distribution

- Determine church-wide announcement priorities and write or edit announcement copy and scripts.
 - Ensure the service leader and any person delivering live announcements receive complete, accurate, and timely messaging. The service leader remains responsible for selecting, scheduling, and overseeing presenters.
 - Coordinate promotional slides and announcement videos in partnership with service, worship, production, or creative contributors.
 - Coordinate photography and video capture for services, events, campaigns, and storytelling needs.
 - Work with ACC's established vendor regarding sermon-series branding and design packets.
 - Once finished sermon or service-media files are provided, own titles, descriptions, publishing, and distribution across the website, app, podcast, and other appropriate digital channels.
 - Ensure Sunday communication is fully prepared and handed off even when the Director is not present.
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Brand Stewardship, Creative Direction, and Storytelling

- Serve as the primary steward of ACC's written voice, visual identity, brand standards, and public presentation.
- Maintain and update ACC's existing communications and branding guide with appropriate leadership alignment.
- Help staff, ministry leaders, vendors, and volunteers understand and consistently use ACC's communications and branding guide, approved templates, and established standards.
- Provide final communications review for church-wide or public-facing content.
- Write and edit content within the scope of the role and perform routine communication updates while directing qualified specialists for most graphic design, photography, video, and advanced creative production.
- Provide direction and quality control for graphics, photography, video, print, environmental communication, campaigns, and other creative work performed by vendors.
- Identify, develop, and communicate stories that show how ACC's mission is being lived out through people, ministries, outreach, and life change.
- Ensure storytelling and public content follow ACC's communication, confidentiality, copyright, and media-use practices.
- Organize and maintain communication templates, creative assets, brand resources, photography, video, and other reusable content.

Public Relations and Sensitive Communication

- Build and maintain appropriate relationships with local media and community communication partners.
- Coordinate media inquiries and draft public statements, press releases, responses, and other official communication as requested.
- Executive Leadership retains final approval over sensitive or crisis-related messages, timing, and selection of any spokesperson.
- Exercise sound judgment, confidentiality, accuracy, and pastoral awareness in time-sensitive or reputation-related matters.

Budget, Vendors, and Functional Leadership

- Develop and manage the approved communications budget with good stewardship, clear planning, and appropriate documentation.
- Engage and manage routine vendors within established authority, policy, and spending limits.
- Obtain appropriate approval for exceptions, unbudgeted work, major commitments, new contractual obligations, or vendor arrangements outside established authority.
- Direct and coordinate communications vendors and volunteers assigned to the work, establishing clear ownership, deadlines, review processes, and quality standards.

- Provide communication direction and standards to staff contributors without altering their established reporting relationships.
 - Recruit, train, and equip communications volunteers when appropriate to ACC's needs and available capacity.
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Essential Competencies

- Strategic communications leadership
- Exceptional writing, editing, and verbal communication
- Vision translation and message development
- Brand stewardship and strong creative judgment
- Theological, cultural, pastoral, and audience awareness
- Leadership, collaboration, and influence across reporting lines
- Project management, prioritization, and systems development
- Hands-on digital administration and technical adaptability
- Sound judgment in public, sensitive, and crisis communication
- Proactive ownership, adaptability, and dependable follow-through
- High standards of excellence without unnecessary complexity or perfectionism
- Emotional maturity, humility, discretion, and relational wisdom

Required and Preferred Qualifications

- A committed follower of Jesus Christ whose life and conduct are consistent with ACC's faith, mission, values, and leadership expectations.
- Deep alignment with ACC's mission of **Creating a Community where Love Leads** and demonstrated ability to communicate that mission with clarity and authenticity.
- Must be an engaged member of Agapé City Church or be willing to become an engaged member within a reasonable period agreed upon at the time of hire.
- Demonstrated professional strength in writing, editing, message development, communications strategy, project management, and digital communication.
- Five or more years of professional communications experience, including meaningful responsibility for strategy and project ownership, is preferred. ACC may consider candidates with a different length or combination of experience who demonstrate the judgment, capability, and body of work required for the role.
- No particular college degree is required. Candidates will be evaluated based on demonstrated professional ability, experience, judgment, adaptability, and work product.
- Prior church or ministry communications experience is preferred but not required. Professional expertise and the demonstrated ability to understand ACC's ministry context, theology, culture, and pastoral responsibilities are essential.
- Established proficiency across as many relevant areas as possible is preferred, including website and app administration, forms and registrations, email communication, audience-list

management, social-media strategy, analytics, vendor management, basic graphic or template work, and public relations.

- Experience managing multiple deadlines, prioritizing competing requests, developing reliable workflows, and delivering high-quality work in a fast-moving environment.
- Ability to lead vendors, volunteers, and staff contributors through influence, clear standards, and functional direction without relying on formal supervisory authority.
- A professional portfolio or applicable work samples are preferred with the application.

Equivalent examples of the candidate's work may be requested during the interview process.

- Ability to work primarily on-site Monday–Friday and to remain appropriately available for occasional Sunday, evening, event, or urgent communication needs.
- Willingness to support and submit to the leadership established by the church.