

DIRECTOR OF COMMUNICATIONS

PURPOSE OF POSITION

To compellingly communicate the vision, mission and work of Watered Gardens Ministries.

RESPONSIBILITIES

- Develop and oversee a communications strategy to increase brand awareness and trust, including the establishment of a communications guide for staff and board of directors
- Oversee the scheduling and execution of newsletters, email campaigns, social media, PSAs, billboards, and other modes of communication
- Oversee the development of donor materials in service to the Advancement department
- Oversee writing and submission of press releases
- Develop and execute communications strategy to promote capital campaigns
- Plan and execute special public awareness campaigns as needed
- Oversee the continuity of style and language across modes, platforms, and between each of the ministries of Watered Gardens
- Ensure excellence of ministry websites, that they communicate the message of Watered Gardens, and are aligned with the ministry's mission, vision, and values
- Servant-lead any contracts or hires that serve in communications including web developers, graphic designers, videographers, writers/editors, printers, etc.

ORGANIZATIONAL RELATIONSHIPS

- The Director of Communications for Watered Gardens reports directly to the Executive Director and works alongside the Advancement Director and Director of Mission Operations.

JOB REQUIREMENTS

- Experience in nonprofit communications.
- Proficiency in operation of MS Office, Adobe InDesign, and G-Suite applications.
- Experience in back-end website management.
- Excellent communication skills, both written and oral.
- A servant's conduct.