



Lutheran Church Charities

Director of Communications

Job Description

Title: Director of Communications

Department: Communications

Reports to: Chief Operating Officer; Supporting President/CEO Initiatives

Job Summary

The Director of Communications leads a comprehensive communication strategy fulfilling Lutheran Church Charities' (LCC) purpose, vision, and mission in direct support to the Office of the President of LCC. The Director of Communications leads, develops, manages, and directs the communications team in creating content that continues to shape and maintain our reputation with current supporters, while promoting the awareness and engagement of new supporters. The success of this role depends on strong collaboration with LCC's Executive Team, Directors, staff, affiliates, ministry partners, and volunteers. The Director of Communications will be expected to be both proactive and responsive in communication and engagement with news media, social media, website, appeals, newsletters, and LCC affiliates. The Director of Communications role requires working onsite at the LCC office. The Director of Communications needs to be able to witness and share their Christian faith to develop and nurture others in their Christian walk.

Duties

- Develop and implement an integrated communication plan that accomplishes outcomes supporting the LCC strategic plan as well as the organization's visibility and brand.
- Collaborate with internal teams to ensure consistency in messaging across all platforms.
- Manage the creation of press releases, articles, and other media materials including, but not limited to, the weekly *Making a Difference* newsletter, video production, print production, special appeals, affiliate campaigns, 12/31 Donor Campaign, and other related communications.
- Conduct regular media training for key staff and affiliate members to enhance communication skills and professional development.
- Analyze communication metrics and adjust strategies to optimize impact.
- Keep informed of industry trends and incorporate innovative approaches into communication efforts.
- Oversee the development of the website with input from the executive staff, delegating technical duties to IT staff as necessary.
- Handle media requests during normal operations, delegating media requests to assigned team members in times of disaster deployment or crisis.
- Manage LCC Branding Initiative.
- Supervise the communications team including: the Digital Marketing Specialist, Media Specialist, and the Communications Specialist.

Skills required

1. Proven experience in a communications role, with a focus on social media, news media, and brand storytelling.
2. Strong understanding of digital communication trends and proficiency in social media platforms.
3. Excellent written and verbal communication skills, with the ability to craft compelling narratives.
4. Demonstrated success in securing positive media coverage and pro-actively building media relationships.
5. Strategic mindset with the ability to align communication efforts with organizational goals.
6. Leadership experience, including managing and mentoring a team.
7. Proficiency in Microsoft Office, Google Analytics and Adobe Creative Suite.
8. Bachelor's degree in Communications, Public Relations, or a related field (Master's degree preferred).
9. Crisis communication expertise and experience managing public facing issues.
10. Commitment to the purpose and mission of LCC with the ability to inspire the same.
11. Ability to collaborate with other leaders in a spirit of humility and a fearless pursuit of the greater good.
12. Knowledge of The Lutheran Church—Missouri Synod systems and organization a plus.

Disclaimer: *The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.*