

Job Description for Director of Communications

[10/15/19]

Citygate Network, Colorado Springs, CO

OVERVIEW—The Director of Communications reports to the Citygate Network President. The Director of Communications is charged with telling Citygate Network's story and relating the work of member missions and ministries to the church and public at large, with the purpose of garnering increased support of every kind and elevating the brand of Citygate Network. The Director of Communications is also charged with producing the products and the vehicles that will give member organizations insights, inspirations, and notifications, with the purpose of making them more effective and more respected—even admired and esteemed—in their local communities, and more engaged with Citygate Network's programs, products, and services.

The Director of Communications is a full-time, exempt position.

QUALIFICATIONS—The Director of Communications shall:

1. Have a personal relationship with Jesus Christ and maintain a courteous, Christ-like attitude in dealing with people and situations.
2. Uphold the organization and its staff and members in prayer on a regular basis.
3. Be a self-starter who delights in multitasking.
4. Possess the ability to work professionally with all staff members, volunteers, vendors, and the media.
5. Have a desire for excellence in regard to work produced and organizational image.
6. Have a thorough understanding of associations, as well as the scope of rescue mission-type ministry in today's society.
7. Have a thorough understanding of communications, including paper-and-ink and electronic media production, website, and social media.
8. Possess excellent verbal, written, and artistic communication skills, as well as professional grammar, spelling, and proofreading skills.
9. Be technically savvy and comfortable with Apple computer hardware and software, Microsoft Office, email, e-blasts, and database/website management software.
10. Be engaged in social media and constantly pursue a deeper understanding of the tools of engagement in this area of communication and public relations.

DUTIES—The Director of Communications shall:

Awareness

1. Become increasingly knowledgeable regarding the programs and operation of a wide variety of Citygate Network member rescue missions and kindred ministries.
2. Develop and maintain an extensive list of articulate experts involved in various aspects of life-transformation ministry who can speak on behalf of member organizations and Citygate Network, as needed (with the list accessible to staff).
3. Develop and maintain an extensive list of national and regional media contacts (with the list accessible to staff).
4. Regularly monitor news outlets for breaking stories about rescue missions and similar ministries and issues involving hungry, homeless, abused, and addicted people in North America (including the Caribbean).
5. Become increasingly knowledgeable about government affairs, particularly as they relate to the issues member organizations face, and handle the government relations component of public relations.

External Media

6. Build relationships with media outlets and become familiar with what stories are of interest to what outlets at what time of the year.
7. Write and/or edit and distribute Citygate Network press releases, op-ed articles, and public service announcements on an ongoing basis (with an average of about 1.5 per month).
8. Serve as Citygate Network's liaison to the media and set up interviews for the Citygate Network president, as requested, or as opportunities arise.
9. Maintain membership with Evangelical Press Association (EPA) and submit entries to their competitions as appropriate.

Internal Media

10. Send out "blasts" about Citygate Network-related news, upcoming events, and deadlines, as needed.
11. Write and send to members "Swiss cheese" press releases related to surveys and other news items.

Website

12. Be responsible for the look and feel of the Citygate Network website and work to ensure that it remains fresh and relevant in regard to graphics, tools, links, functionality, and options. Suggest new features that could be employed.
13. Work with the vice-president to contribute regularly to the content side of Citygate Network's website, keeping information and images up to date, interesting, and enlightening.

Podcast

14. Schedule and produce Citygate Network's podcast.

Social Media

15. Set up a social media strategy and calendar and monitor social networking and media sites that will keep the general public or particular subgroups up-to-date on Citygate Network news, as well as on the unusual activities of member missions. Contribute regularly to Citygate Network Twitter, Facebook, etc.

Magazine (*Instigate*)

16. Work with the president and/or managing editor and plan each issue of *Instigate*, including setting the editorial calendar and production calendar in advance.
17. Work with the managing editor to solicit writers, monitor the work of writers, do rough edit of materials turned in by writers, and return work to the managing editor or writers for rewrites, if work is not adequate.
18. Solicit art/photos for cover features, and participate in the selection of art/photos for other magazine spreads.
19. Work with director of member engagement to ensure existing advertisers get new display ads or ad copy for each issue to the designer, new ads are solicited to maintain a 75/25 ratio of editorial to advertising, an annual rate card is published, and that advertiser complaints and payments are handled appropriately.
20. Verify mailing labels and postage fees are sent to the printer/shipper in a timely manner to avoid delays in production/mailing.
21. Work with the managing editor and designer to make sure magazine is produced and mailed by deadline.
22. Approve writer honorariums and submit to director of operations in a timely fashion. Ensure all W-9 forms are in place.
23. Make sure all printing and mailing permits are current.
24. Make sure all statements of purpose, circulation, and information about the publication/organization are placed in the magazine in the appropriate locations.
25. Establish an editorial board and work with them to get feedback and new article ideas.

Electronic Publications (e.g., *Street Smart*, *2 the Point*, *Legislative Alert*)

26. Solicit Citygate Network event notices and relevant items of interest from appropriate staff and/or members.
27. Research and write blurbs.
28. Submit draft to president at least two days prior to launch.
29. Submit president-approved copy to managing editor for final edits.
30. Launch publications by the predetermined deadlines and ensure launches go through.
31. Work with director of member engagement to solicit and/or follow up on sponsorships.

32. Work with director of member engagement to schedule, design, troubleshoot, and/or send out business member e-blasts.

Events

33. Work with president and director of member engagement to manage the print and electronic promotion of the Annual Conference and Exposition, DC Forum, CEO Summit, district conferences, and other events to attendees and potential vendors/sponsors.
34. Take photos of events or select, hire, and oversee photographer.
35. Ensure appropriate interviews or press coverage is available at events as needed.
36. Manage and monitor event app during the Annual Conference.
37. Oversee Media Awards Competition, including soliciting and receiving entries, selecting judges, and putting together the presentation of winners.

Surveys

38. Schedule, create questionnaire, and mail link to members for the annual *Snapshot Survey*.
39. Work with a company to analyze the results of the *Snapshot Survey* and create comparative data that members can use in their own local communications.
40. Be involved in other surveys, as needed.

General

41. Serve on the Citygate Network leadership team and openly contribute iconoclastic ideas and avant-garde perspective to keep Citygate Network and member missions moving forward with relevance.
42. Assist other staff with proofreading, as needed.
43. Travel on behalf of Citygate Network, as needed.
44. Perform all other related duties, as assigned.