

Snapshot:

The Role: Director of Communications and Marketing

Denomination: Vineyard

Location: Minneapolis, MN

Weekly Attendance: 350

Department: Church Staff

Employment Status: Part-time (20 hrs/week)

Reports to: Executive Director

Consults with: Church Staff

Direct Reports: Marketing, Communication, and Social Media Volunteers

**About Mercy Vineyard Church:**

Mercy is a diverse, Christ-centered community in northeast Minneapolis. Our hope is to enjoy life together by connecting to God, loving each other, and serving our city. We aim to equip followers of Jesus to live as peacemakers in a diverse world. We are a member of the Association of Vineyard Churches ([Vineyard USA](#)). Each Vineyard church is unique to its specific context but operates through the lens of Vineyard's [core values](#) as we minister among diverse populations and in unique environments.

The Communications & Marketing Director's Role:

The Director of Communications & Marketing provides strategic leadership and hands-on execution for all church communications and marketing efforts. This role ensures that Mercy Vineyard Church's vision, ministries, and events are communicated clearly, consistently, and compellingly to both internal and external audiences.

This role combines strategic planning with active execution in a lean ministry environment. The Director is responsible for personally leading and executing key communications and marketing initiatives while also recruiting and equipping volunteers to expand the church's creative and communications capacity over time.

General Duties:

- I. R. T. D. M. N. (identify, recruit, train, deploy, monitor, and nurture) volunteer leaders and team members
- Sustain a growing relationship with Jesus
- Embrace the vision and mission of Mercy Vineyard Church
- Maintain honest communication regarding staff and volunteer accomplishments, concerns, and future plans
- Manage time effectively, think flexibly, and take initiative
- Strive for productive and healthy life, work, and family balance

Specific Duties & Responsibilities:**Strategy, Research & Planning**

- Develop and oversee an integrated communications and marketing strategy aligned with the mission and ministry priorities
- Create and manage communication plans for church initiatives, ministries, and special events

- Establish clear messaging frameworks and brand standards to ensure consistent voice and identity across all platforms
- Collaborate with staff and ministry leaders to clarify audience, goals, and next steps for communication efforts
- Develop a deep understanding of Mercy's current congregation and the broader community we seek to serve, designing communications that are thoughtful, inclusive, and accessible
- Observe and assess communication strategies from comparable churches and ministries, thoughtfully applying relevant insights within our context
- Monitor engagement metrics, audience feedback, and campaign performance to evaluate effectiveness and refine strategy
- Oversee the communications and marketing budget

Execution & Channel Leadership

- Lead and execute the development and distribution of communications across digital, print, and in-service platforms, including email, website, social media, print, promotional materials, graphics, and video
- Design and produce written and visual content - including graphics, layouts and promotional assets - ensuring consistent, timely, and high-quality delivery
- Maintain and apply brand standards across all visual and written communications, ensuring clarity, cohesion and visual excellence
- Manage and maintain the church's website, social media platforms, and other digital assets to ensure information is current, engaging, and aligned with vision
- Respond strategically and appropriately in crisis or time-sensitive communication situations.

The Director is accountable for the overall quality, consistency, and effectiveness of communications and marketing efforts, whether executed personally or through trained volunteers.

Audience Engagement & Two-Way Communication

- Design communications that invite response, engagement, and clear next steps
- Develop systems that make it easy for individuals to respond (e.g., event registrations, RSVP forms, ministry sign-ups, etc.)
- Monitor inbound communication across digital platforms and ensure timely and appropriate routing or response in collaboration with relevant staff members
- Work with staff to remove barriers that prevent people from taking next steps

Audience Growth & Community Awareness

- Develop and implement promotional campaigns for church initiatives and key events
- Identify opportunities to increase community awareness and visibility
- Support efforts to help first-time guests connect and take meaningful next steps

Volunteer Leadership & Development

- Recruit, train, and develop volunteers with strengths in writing, design, photography, video, social media and other needed skills
- Build sustainable workflows that support ongoing communications needs
- Provide clear expectations and feedback to volunteers to ensure quality and alignment
- Cultivate a collaborative, encouraging, and mission-focused team culture

Qualifications:

Spiritual Qualities & Passions:

- Passionate about the mission of Mercy Vineyard Church: *Equipping people to follow Jesus as peacemakers*
- Passionate about using their gifts to minister to the congregation
- Exhibits the Fruit of the Spirit mentioned in Galatians 5:22-23
- Demonstrates spiritual maturity and a commitment to prayer, Scripture, and Christian community

Personal Abilities & Characteristics:

- Proven ability to lead others and develop leaders
- Strong relational and written communication skills
- Highly organized and able to manage multiple projects in a fast-paced environment
- Strategic thinker who can design systems and execute detailed plans
- Proactive problem-solver with strong follow-through
- Able to exercise sound judgment, discretion, and confidentiality
- A “doer” who can execute vision and plans effectively

Experience & Education:

- 3-7+ years of experience in communications, design, branding, marketing or a related field preferred
- Demonstrated ability to develop strategy and execute detailed plans in a fast-paced environment
- Strong writing and editing skills required
- Working proficiency in design tools (Adobe Suite and/or Canva or similar)
- Working proficiency in digital communication tools (mass email platforms, basic website tools, social media platforms) or demonstrated ability to learn systems quickly
- Experience leading volunteers or collaborative teams preferred
- Bachelor’s degree preferred but not required
- Understanding of digital accessibility best practices (ADA compliance) preferred

Metrics:

Performance reviews will occur every six months based on the responsibilities outlined above. Compensation reviews annually.

- Timely execution of communication initiatives
- Consistency and clarity of messaging across ministries
- Growth in meaningful engagement and response (event registrations, next-step participation, digital interaction)
- Evidence of increased community awareness and guest engagement
- Volunteer recruitment and retention

Compensation:

- Hourly compensation; rates shared upon interview
- Paid vacation accrual

Next Steps: Please submit a cover letter and resume to autumn.gurgel@mercyvineyard.org