

GLORIA DEI LUTHERAN CHURCH

DIRECTOR OF WORSHIP AND COMMUNICATIONS

Mission Statement

“Helping more people live life with Jesus every day”

Description: *The Director of Worship and Communications will create, organize, plan and implement effective communications messages and strategies for/with church and community audiences, and is responsible for planning, overseeing and executing the worship expression of Gloria Dei through music and other creative elements in worship services. The Director of Worship and Communications is expected to lead a professional and personal life that does not violate the teachings and beliefs of the Lutheran Church-Missouri Synod on matters of personal conduct, so their daily life gives witness to a lifestyle that supports our Christian witness within our organization and to the world.*

Duties:

1. Model a lifestyle which is seeking to grow as a fully devoted follower of Jesus Christ.
2. Oversee, supervise and lead the Worship and Communications department (Music Director, Director of Traditional Worship, Staff Organist, Staff Pianist, Communications Coordinator, Worship Coordinator, Technical Director, Graphic Designer, and vendors), ensuring it functions to its fullest potential through collaboration and in conjunction with one another.
3. Create and execute communication strategies to advance the values (People, Serving, Relationships) of Gloria Dei.
4. Maintain existing communications plan to effectively communicate information regarding the church, its mission and activities to targeted audiences; identify and develop new communication channels as needed; study demographics of constituency to determine most effective campaign strategies, as well as maintain a master calendar of church events and the most effective marketing timeline.
5. Corporate Brand Identity Standards: monitor, update, maintain and expand. Train and educate staff on best communications practices, connect the church leadership with wise council, directing creative communications projects with graphics, videos, and web design.
6. Serve on Senior Pastor's Sermon Summit Team to assist in sermon ideation, content and creative development and create a series calendar, in order to effectively create cohesive, relevant series.
7. Develop and manage the annual communications/worship/tech budgets.
8. Website: Improve and manage the church website and conduct ongoing audits of interior pages.
9. Social Media Management: Develop a social media playbook for all platforms and create ongoing interactions and strategic promotions content, timing and publishing (Facebook, Twitter, Instagram).
10. E-news/Mass Emails: content, stories, timing/coordination, publishing.
11. Weekend Promotion: coordinating content and timing for welcome/announcements, slides, video promotions, etc.
12. Weekly Bulletin/Communications Card: coordinate content, oversee design and printing.
13. Script all live communications for weekend services, provide supporting graphic slides, and train live speakers on best public speaking practices (when applicable).
14. Create holistic, multi-sensory campaigns to market special events and sermon series. Manage campaigns from conception to execution, including creation, branding, and ALL mass communication. Collaborate with Worship team on musical direction, art direction and staging to support the campaigns.
15. Oversee and collaborate with video production vendors to create promotional pieces for upcoming events and initiatives.

16. Plan worship services with conceptual forethought, theological accuracy, and musical appropriateness ensuring all musical and technical aspects of the worship plan advance the theme for the day.
 17. Oversee song selection, media preparation and presentation, and coordination and scheduling of all instrumentalists, vocalists, ensembles and rotating teams.
 18. Serve as lead worshiper in the contemporary worship services.
 19. Collaborate with the Director of Traditional Worship to include “blended” worship moments and crossover between services (when applicable).
 20. Conduct auditions for new team members.
 21. Attend funeral planning meetings and lead worship, when applicable.
-

This salary position is non-rostered, exempt, minimum 40 hours per week and reports directly to the Chief of Staff & Operations. The normal work week is Sunday through Thursday. Because of the nature of this ministry, flexibility in scheduling is required. For further information, contact Beth Koerber, Chief of Staff and Operations, at bkoerber@gdlc.org, or Gloria Dei Lutheran Church, 18220 Upper Bay Road, Houston, TX 77058. Phone 281-333-4535.