



E P I C E N T E R

Director of Communications

The EPICENTER

The mission of The EPICENTER is to empower people, strengthen families and build community.

Purpose of the Position:

The Director of Communications serves as a senior leader responsible for developing and executing a comprehensive communications strategy that advances The EPICENTER's mission, strengthens engagement, and supports sustainable organizational growth.

This role leads and oversees all brand strategy, marketing, internal and external communications, media production, digital presence, and database strategy. The Director ensures all messaging and systems align with The EPICENTER's mission, values, and long-term strategic priorities.

In addition to providing leadership and strategic direction, this position functions as a hands-on contributor who actively executes communication initiatives including social media content, digital campaigns, website updates, print ordering, and storytelling efforts as needed.

The Director of Communications reports directly to the Chief Growth & Operations Officer, and is ultimately accountable to the Board of Directors through the organization's leadership structure. This role maintains a dotted-line relationship with MCC's Director of Marketing and Communications to ensure alignment and best practices in communications and ministry support.

Personal Abilities and Competencies

Strategic Leadership

Able to translate vision into clear communication strategy while also contributing tactically to ensure execution happens with excellence.

Committed to Excellence

We do all things with excellence. This leader sets the standard for clarity, creativity, professionalism, and consistency across every communication channel.

Player-Coach Mentality

Willing and able to both lead and execute. Comfortable designing graphics, building social media content, updating web pages, drafting emails, and producing print materials when needed.

Creative & Detail-Oriented

Strong design eye and attention to detail across digital and print mediums.

Relationally Savvy

High emotional intelligence with the ability to collaborate across departments, coach leaders in messaging, and navigate tension with maturity.

Relationship Builder

Skilled at cultivating and maintaining professional relationships with media representatives, community leaders, and strategic partners to expand The EPICENTER's influence and visibility.

Organized & Systems-Oriented

Able to manage multiple communication streams while maintaining deadlines and execution quality.

Heart for the Community

Demonstrates care for people, values diversity, and understands the transformative power of storytelling in strengthening families and building trust.

Recommended Job Qualifications

Education & Experience

Bachelor's degree in Communications, Marketing, Public Relations,, or related field (preferred).

5–7 years of progressive experience in communications, marketing, or media roles.

Demonstrated experience both leading communication initiatives and personally executing creative projects.

Experience partnering with development and operational leaders to align messaging with growth initiatives.

Experience with graphic design tools (Adobe Creative Suite, Canva, or similar), social media management platforms, and website content management systems.

Leadership & Management Skills

Ability to establish direction, clarify expectations, measure progress, and evaluate outcomes.

Experience supervising staff or volunteers, including creative contributors.

Strong project management skills with the ability to manage both strategic initiatives and day-to-day deliverables.

High integrity and strong professional judgment.

Development & Growth Alignment

Ability to craft compelling messaging that supports fundraising, donor engagement, and corporate partnerships.

Experience developing campaigns across digital and print platforms.

Ability to identify, collect, and produce compelling stories that reflect The EPICENTER's mission in action.

Technical & Creative Skills

Understanding of graphic design and branding principles to effectively oversee creative work and uphold brand standards.

Experience creating social media content, digital graphics, print collateral, and email campaigns.

Experience managing website updates and basic web design elements.

Proficiency in database and CRM systems, specifically experience with or ability to learn ROCK.

Ability to analyze engagement metrics and refine content strategy accordingly.

Personal Attributes

Passionate about The EPICENTER's mission and long-term community impact.

Self-motivated and solution-oriented.

Humble and willing to step in wherever needed.

Adaptable in a fast-paced, growth-oriented environment.

Calm under pressure and capable of handling multiple deadlines simultaneously.

Primary Responsibilities

Brand & Communication Strategy

Develop and implement a comprehensive communications strategy that positions The EPICENTER as a regional leader in community transformation.

Ensure all content, messaging, and branding consistently reflect The EPICENTER's mission, values, and strategic priorities.

Create and maintain brand standards and messaging frameworks.

Personally contribute to content creation and design efforts as needed to maintain quality and momentum.

Marketing & Engagement Execution

Oversee and execute marketing communications including branding, public relations, social media, digital campaigns, and print materials.

Ensure high-quality visual and written content across digital platforms by coordinating with creatives and reviewing final deliverables.

Lead communication strategy for fundraising campaigns, expansion initiatives, and major organizational events while also assisting in campaign execution.

Monitor engagement metrics and adjust strategies to improve reach and effectiveness.

Internal Communications & Organizational Alignment

Strengthen internal communication rhythms to promote clarity, accountability, and unity across locations.

Draft internal updates, announcements, and leadership communications as needed.

Equip program leaders with templates, messaging guidance, and creative resources.

Media & Storytelling

Oversee media production including video, photography, graphic design, public relations, and storytelling initiatives.

Serve as the primary media liaison and authorized spokesperson for The EPICENTER, representing the organization in interviews, public statements, and community forums as appropriate.

Develop, write, and distribute press releases, media advisories, and public communications to local and regional media outlets. Proactively cultivate and maintain relationships with journalists, editors, and media partners to expand The EPICENTER's visibility and position the organization as a trusted voice in community transformation.

Personally assist in capturing, curating, and elevating stories from programs, neighbors, and partners to ensure The EPICENTER's impact is consistently and effectively communicated across all channels.

Prepare leadership with messaging frameworks, talking points, and briefing materials to ensure clarity and alignment in all external communications.

Database & ROCK System Collaboration

Work closely with the CGOO to ensure ROCK is effectively used to track impact, measure outcomes, and strengthen engagement with neighbors.

Collaborate with development and operations teams to ensure data integrity and communication workflows are optimized.

Team Leadership & Development

Supervise communications contributors and the part-time Data Specialist.

Clarify expectations, manage timelines, and ensure deliverables are completed with excellence.

Balance strategic leadership responsibilities with hands-on execution to ensure organizational needs are met.

Manage the communications budget responsibly.

Base Salary

Base Salary: \$55,000 - \$70,000

Full Time | Reports directly to the Chief Growth & Operations Officer

Salary, Exempt. Medical, Dental and Vision Benefits available.

Select Holidays: The EPICENTER will remain closed and employees are paid regular pay

Sick/Personal Time: Paid sick/personal leave is provided in the amount of 40 hours annually.

Vacation Time: TBD annually based on career years

Director of Communications: _____ Date _____

Chief Administration & Finance Officer: _____ Date _____

Executive Director: _____ Date _____