

# **OPPORTUNITY PROFILE**

## Communications Director

## **HISTORY**

In 1968 ten families took a leap of faith and began praying over their shared dream of establishing a church in the northeast suburbs. They began meeting for worship at an elementary school in 1969. Lakewood Evangelical Free Church was officially chartered by the State of Minnesota and formally recognized as part of the Evangelical Free Church of America in 1972. A search for a permanent home resulted in the construction of a portion of our former facility, which was completed in the spring of 1973.

As Lakewood's people lived out their commitment to minister to the surrounding community, the congregation experienced significant growth during the 1980's. Space was proving to be inadequate for the quality ministries the church sought to provide. The decision was made to expand the facility to accommodate the additional growth that was anticipated. Phase I of a new addition was completed in 1986. When it came time to consider the second phase, it became apparent that the current site was too small.

If Lakewood was to continue to expand its ministry and enlarge its impact on the surrounding community, a new location was needed. Recognizing the future need, the faithful people of Lakewood voted in 1996 to purchase 108 acres of land and relocate to a larger property in Lake Elmo that offered nearly unlimited potential for future ministry. Through the prayers and sacrificial giving of the people of Lakewood, God miraculously provided the \$1 million needed to purchase the land. After many years of working with the city, our new facility was completed and our first Sunday was held in July of 2007. The church also changed our name from Lakewood Evangelical Free Church to Rockpoint Church prior to our move so that we would be ready to launch our ministry into a new region.

Countless prayers and sacrificial giving of time, talents and treasures has been a rich history of our church. Based on God's faithfulness in our past, our humble dependence on Him, our leadership has felt the prompting of the Holy Spirit to pursue a new work of God locally and globally. As we now embark on the future of Rockpoint with God's vision, we believe that God will do a new and fresh work in the lives of each person, our community, the Northeast Metro area of the Twin Cities, our nation and around the World.

We invite you to visit the church web site [www.rockpoint.church](http://www.rockpoint.church) where you will find more information about Rockpoint Church. Our Mission is to Multiple Disciples in a Healthy Church. Our Discipleship Model is to help people move from knowing Jesus, to grow in Him and help others do the same.

## **GOVERNANCE**

Rockpoint Church is part of the Evangelical Free Church of America. We are congregationally led. What that means for us is that we bring before the church membership the following items for approval by majority: The annual budget, placement of Senior Pastor, Elders, Deacons and, according to our by-laws, the sale of properties. Our Elder Board are made up of men only. Both men and women serve on the Deacon Board.

The Senior Pastor is a voting member of the Elder Board and is accountable to the Elders of the Church. Based on our newly adopted governance, the Executive Pastor serves as a non-voting member of the Elder Board and oversees all of the staff. He directly reports to the Senior Pastor. Our Elder Board is responsible for the overall direction and spiritual life of the church however, once the vision and direction is established, Board allows the Pastoral staff, under the direction of the Senior and Executive Pastor to implement the vision.

## **THE POSITION**

The Communications Director will lead strategic implementation of all internal and external communications, advertising, and marketing to consistently articulate, enable, and fulfill Rockpoint's mission – "Multiplying Disciples in a Healthy Church" and our next 3-5 year vision. In this role you will work alongside pastoral ministry leaders to provide creative counsel and direction for various ministries of the church as they organize and produce various events and services. The Communications Director oversees church social media strategy, web presence, public relations, promotion, advertising, media relations, as well as church news and information.

The Communications Director should be able to articulate clearly their relationship with Jesus Christ, profess a well-grounded and vital faith, and exhibit a Christ-centered life. The Communications Director should be committed to the authority of God's Word and committed to embracing the Evangelical Free Church Doctrinal Statement. This person should also have a love for the local church and have a heart to minister in the church through this position.

## **THE DUTIES AND RESPONSIBILITIES OF THE COMMUNICATIONS DIRECTOR INCLUDE, BUT ARE NOT NECESSARILY LIMITED TO:**

- Own & manage Rockpoint's brand / identity and communications strategy
- Own & manage the communication schedule/plan and all aspects of execution
- Own & manage Rockpoint social media, advertising, website, and E-News
- Enhance Rockpoint's storytelling by emphasizing our mission -- the way the mission flows through every ministry at Rockpoint and how Christ is transforming lives
- Partner with ministries, meeting with them and creating communications plans to mobilize their specific audiences to respond
- Develop & manage high quality graphics, photography and videos
- Approve all visual communication (i.e. bulletin graphics, events graphics, posters, handouts, etc.)
- Oversee Production for Vision Moments (Sunday Announcements), Stories and Special videos
- Maintain unity across the entire staff by working together in communicating the overall vision and strategy of Rockpoint.
- Fulfill staff duties with regard to all-church events that may include but are not limited to, season events (Christmas, Easter, etc.), service projects, church-wide series, etc.

## **QUALIFICATIONS**

- BA or BS degree in communications/design related field, and experience in ministry setting preferred.
- 3-5 years experience as Communications or Creative Director (or similar)
- Relational Leader: Friendly, approachable, humble
- Communicator: Ability to communicate God's Word with accuracy, authority, love, and relevance
- Carrier and advocate for Rockpoint mission and vision
- Personal Integrity: Make solid decisions based on biblical values & leadership council
- Disciple: Devoted to following and growing in Christ.
- Conflict Resolver: Able to handle conflict and/or ministry misalignment. Proven ability to identify and solve problems.
- Organizational Capabilities: Able to prioritize; is intrinsically motivated; can set and meet deadlines
- Leadership and Project Manager
- Creative Expertise & Abilities (Graphic Design, Video, Photography, Web, Social Media, etc.)

## **REPORTS TO**

- Executive Pastor

## **HOURS & COMPENSATION**

- Full-time exempt employee
- Salary commensurate with experience based on fair market value of position

## **APPLICATION PROCESS**

In order to get to know you better, please provide a resume/cover letter with enough information so that the breadth of your experience is understood. When describing your work as a church staff member (if applicable) it would be helpful to know the total membership of the church, the worship style of the church, the size of the staff, where you were on the organization chart, your direct reports, etc. If you are in a para-church organization or nonprofit, be very specific about your involvement and experience in a local church. While humility is appreciated, it is important for us to know the breadth and depth of your involvement and how God has used you in the life of the local church. Please include some information about your family and your love for and desire to serve the local church.

Submit these responses (in WORD or .doc format) along with your resume to: Brad Kompelien, Executive Pastor at [bkompelien@rockpoint.church](mailto:bkompelien@rockpoint.church)

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