



The Role of a Church Communicator

Vision

Connect, equip and empower people to bring the reality of God to their world.

The Gist of a Communications Team

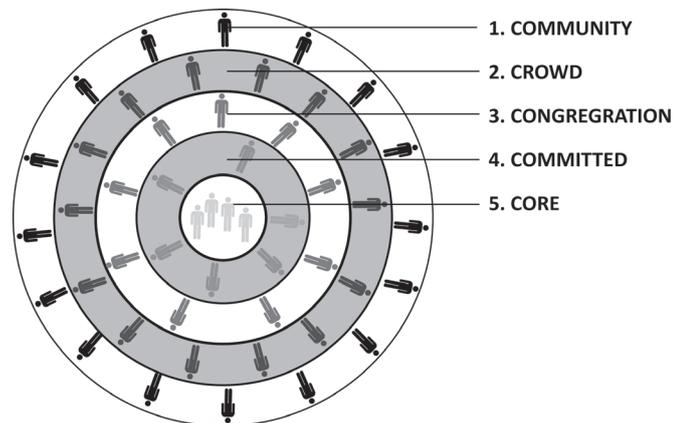
Communicate the vision of KingdomCity in a Spirit of Excellence. We have the privilege of communicating the greatest story ever told - our living God. We have His Word as our inspiration. We have been created to create.

How I see it

My role is to seek and find the things in KingdomCity that attract people to the vision and remove the things that don't. Primarily this involves advocating strategies that eliminate information overload and simplify complexity. This may include an event, a webpage, social media or a office system. It all counts, because - at the end of the day, I believe everything communicates.

Straight out.. What it's really about

- Proofing, copywriting, editing, story hunting and content coordination
- Graphics, design, page layout, project management
- Digital, web and mobile technologies and statistics
- Growing and empowering a healthy communications team
- Online church and social media and strategy
- Committed to supporting and fulfilling the vision, values and goals of KingdomCity
- Be driven from the outside-in. That is, there should be a heavier emphasis communicating to those in the outside circles (community and crowd), and a progressively lighter emphasis toward those in the inner circles (congregation, committed and core).



Tasks. That I see

1. REDUCE CONFUSION AND OVERLOAD

KingdomCity has a valuable message to share, each department wants to promote their things/events. They all want the best - but too much information will overwhelm the people. One of the biggest things will be to develop an overall strategy. Determine what gets communicated, in what priority, using what mediums.

Create a tier system, events and information are placed into different tiers. The tiers get different attention, different publicity, budgets and planning processes.

Tier one: Global/churchwide events - ie Arise and Shine offering - always apply to 80% of the congregation.

Tier two: Big/medium events - ie M4M event - always apply to 50% of the congregation.

Tier three: Activity base events - ie fishing trip - targeted based on location, age, activity etc

2. BRING CHURCHES/DEPARTMENTS TOGETHER

What can happen:

The ministry silos.... The one department does its own thing.... The churches do their own thing. This results in individual departments competing against each other with a carnival communication style trying to out-yell each other. This also chews up valuable resources re-inventing wheels.

If we each serve up a different experience, run off in our own individual directions-information gets lost or isolated. This creates real liabilities for KingdomCity as a whole and puts a lid on overall impact.

Share resources across the churches. Empowering "representatives" in each church to replicate joint similar events. One church many cities.

3.MAINTAIN OUR BRAND

KingdomCity's brand isn't the design and layouts. Our brand is how people feel when they attend a KingdomCity event. The brand is the connecting, equipping and empowering they receive and hear and see.

The artwork and logos are purely reminders of our brand. When a person sees our logos they are reminded of the feeling, connection, equipping or empowering they have received. It's a promise of what to expect. Having different looks and changing designs waters down and confuses.

Creating a styleguide so things are consistent. Identifying our specific audience. Implement an official proofing system and process. Create a spirit of excellence in everything we create and present.

Maintaining a brand needs support. Equipping and empowering the staff of KC to advocate and support the brand.

4.ONLINE PRESENCE

Our website is our digital frontdoor to KingdomCity. It's a web experience not an online brochure. Today's church websites need to be a breathing and living tool for unreached, new people and attendees. It needs to be mobile responsive, interactive, have call to actions and new content to make people want to keep coming back.

Social media is here to stay. Create an official social media (SM) strategy and empower people. Choose the SM that is relevant. Provide graphics to the people who love SM and will spread KC info.

People want to hear stories/testimonies. Create a culture of sharing.

Search Engine Optimisation (SEO). AS KingdomCity grows across the nations, a strong and healthy organic SEO strategy must be implemented. Google has rules and we need to follow and help it as much as we can. Through the use of keywords, back-linking, alternative text on different regions and local linking.

5.MAINTAIN OUR ASSETS

Time is taken to photograph and shoot our events. The shots are incredible. How easy are they to find when required? Creating an Digital Asset Management System (DAMS) will assist in this process.

6. IDENTIFY AND MAINTAIN OUR MEDIUMS

Within KingdomCity's churches we have dozens of opportunities to communicate. The back of the resources desk, html emails, website sliders, pullups, citynews, TV entry screens, social media.. the list goes on.

These are all spaces available to us. All spaces must be identified and managed then booked and filled for upcoming events and ongoing services (ie counseling etc)

7. PROJECT PLANNING

With the use of a project management system (most likely Fortix), each event will be run a process (depending on its tier). Getting this right will reduce stress for staff and impact the right people and grow!