

Director of Communications Position Description

The Organization and Mission

Mars Hill Productions is a non-profit media ministry dedicated to leveraging media to its highest potential for the purpose of helping fulfill the Great Commission of Christ to reach “every tongue, tribe and nation” with the Gospel. For over 40 years, Mars Hill has created award-winning films and videos that have been used around the world in a wide variety of venues to communicate the love and truth of Christ with millions of people.

In the past 15 years, Mars Hill has redirected its production capabilities to advance a global strategic partnering model for the purpose of translating, adapting and disseminating The HOPE, an 80-minute dramatic motion picture presentation of God’s redemptive story from creation through Christ. The HOPE is the Gospel in metanarrative form; the “scarlet thread” of the Bible. With over 70 translations and adaptations in distribution and over 30 in the pipeline, The HOPE is being used in settings ranging from remote jungle villages to college campuses to satellite television. God is using The HOPE to reach unreached people groups around the world ... but so many are still unreached!

To better understand the value of The HOPE and how it is being used, please view our 3.5 minute video at www.HelpReachThem.com.

Mars Hill’s emphasis on strategic partnering to maximize the adaptability of The HOPE is well illustrated in the Tibetan version of The HOPE. Our three lead partners in this project - a missionary, an ethnomusicologist, and a filmmaker - believed that a greater degree of contextualization was needed, and could be accomplished by wrapping The HOPE inside a traditional Tibetan storyline. To achieve their goal, these partners created new film footage depicting a storyteller who, in typical Buddhist tradition, travels around sharing his story and worldview with villagers. Ultimately, he finds an elder who has a book that tells the story of the world. To illustrate the story in this book (the Bible), our teacher uses a traditional form of Tibetan artwork called a Thangka. Our partners created Thangkas to parallel and set up the 36 Biblical events portrayed in The HOPE. The use of the traditional artwork, an original Tibetan soundtrack, and native dances has resulted in a powerful, culturally relevant media tool used by many to share the Gospel in Tibet and surrounding regions. (For more on The Tibetan HOPE, view pages 12-13 in our Invitation to Partner flipbook at <http://invitation.thehopeproject.com>.)

This case study demonstrates our commitment to achieve cultural relevance in presenting the essential metanarrative Gospel story of the Bible. It also exemplifies our core competencies to develop partnerships on the ground, and to engage in and support translation, production, and dissemination.

As we continue to grow our efforts, The HOPE is increasingly being recognized as a valuable asset to grassroots practitioners around the globe, and more and more partners are seeking us out for translations. Our partnering model allows us to leverage our core capabilities through those of others, helping them to increase their effectiveness, while remaining lean within our organization. With this model, every position in Mars Hill Productions, including the one described herein, is vital to our team and the success of our mission.

The Opportunity

Since our inception, Mars Hill has sought to participate in the Great Commission, and to do so using innovative practices in the use of media. The HOPE led us into a model that allows us to reimagine what that looks like each time we partner with a new ministry or engage a new cultural tradition. Now that our core tool and processes have been defined, we are asking the strategic question, “How can Mars Hill scale production and raise The HOPE flag while remaining entrepreneurial and responsive to God’s leading, retain our core DNA, and use an internal staffing model that focuses on high leverage not size?”

The Director of Communications will serve a vital role in helping us better leverage our existing staff and their strengths. As we look to our future, we hope to increase our engagement with supporters and further develop ministry partnerships to expand our reach. This work requires a significant increase in our communications efforts, with a strategic focus on increasing both our current and long-range impact. It also requires support in day-to-day communications tasks and responsibilities to free up our President and other organizational leaders for more high touch relationships, strategic planning, and execution. The Director of Communications will play a pivotal role in allowing our internal team to remain lean, while expanding the reach of our work globally. Our goal is to significantly scale up our work in resourcing ministries with the vital tools to reach people in unreached corners of the globe, and we can only do so by improving our visibility.

The Ideal Candidate

The Director of Communications will have significant experience in communications—writing, editing, and creating content for social media, websites, videos, newsletters, and other outreach tools. This person will have a strong grasp of the mission of Mars Hill, as well as the vision for The HOPE’s ongoing impact. Most important, the Director of Communications will have a passion for the Great Commission and seeing the Gospel go forth to every tongue, tribe, and nation, particularly those that are currently unreached.

The Director of Communications will bring not only experience in communications, but also a strategic vision and plan for communications work at Mars Hill. This plan should enable the organization to increase its visibility and networks to scale its work to new levels of impact globally.

The ideal candidate is transparent and accountable to other team members, as well as the board and leadership of Mars Hill. He or she is a strategic thinker who can work closely with the President of Mars Hill to develop and implement a comprehensive communications plan to fulfill the mission of the ministry. And he or she will assume leadership responsibility for executing this plan.

Specific Responsibilities

- Work with the President of Mars Hill to create a corporate communication vision and the strategies and budgets to fulfill that vision
- Report directly to the President in the implementation of that strategy
- Increase visibility and awareness of the ministry of Mars Hill (and in particular, The HOPE) among the various constituencies of Mars Hill (donors, board members, ministry partners, prayer partners, etc.) through publicity, electronic and conventional correspondence, mailings, and special events

- Work with the staff and board to expand and nurture the Mars Hill community
- Facilitate prayer for the ministry
- Create and maintain the communication collateral (printed material, design files, etc.) necessary to facilitate the corporate communications strategy
- Work with web developer to maintain current content on the Mars Hill website
- Oversee the proper response to inquiries and comments received through the Mars Hill website
- Build a personal ministry team who will help support the person in this position through prayers and financial contributions (note: as media missionaries, all full-time Mars Hill staff engage in this activity)

Qualifications

Character & Personal Qualifications

- A mature Christian who is theologically sound and well-grounded in the Word of God
- Able to work well with people from diverse theological and cultural backgrounds within the Christian faith
- Committed to prayer and integrated and active in a local church body
- Deeply committed to and passionate about reaching every tongue, tribe, and nation with the Gospel of Jesus Christ, particularly unreached people groups
- In agreement with the Mars Hill Statement of Faith
- Passion for missions and the ministry leaders who serve in missions around the world
- A sense of calling and commitment to the particular mission of Mars Hill and The HOPE within the Great Commission

Professional Qualifications

- Previous experience in a communications position
- Bachelor's degree or higher
- Skilled writer
- Capable public and personal communicator
- Experience working with art directors, graphic designers, commercial printers, and web developers
- Ability to use Mars Hill donor management software
- Knowledge of different approaches and strategies used in development and publicity campaigns
- Competency with common software applications such as Word, Excel, and Outlook is essential; basic competency with graphics programs such as Photoshop and Illustrator is a plus
- Ability to manage others or work independently
- Some familiarity with the functioning of faith-based ministries and missions

Compensation and Benefits

- Salary level is currently open and will be set by the President and Board of Mars Hill
- All full-time employees and their families are covered by a generous health insurance package
- After one year of service, all full-time employees qualify for participation in a 403b

retirement plan

- Minimum two weeks paid vacation per year from onset. Based upon previous work experience, additional vacation time may be warranted.

Inquiries

Please direct all inquiries to Laura Sorrell: laura@sorrellco.com or 713-854-5351.