

FIRST BAPTIST CHURCH

BENTON, ARKANSAS

Director of Communications

Status:	Full Time, Exempt, Ministry
Hours Per Week:	40 hours/week
Pay Period:	Bi-Weekly
Location:	On Campus, Not Remote
Direct Supervisor:	Missions/Executive Pastor, Directional Team

Job Purpose:

To provide leadership in defining, developing, and directing strategies that clarify and communicate the storytelling, promotion, and messaging of First Baptist Church in partnership with ministry staff and leaders.

Qualifications:

- Bachelor's degree in Communications, Graphic Design, Marketing, or a related field (or equivalent experience).
- Proficiency in Adobe Creative Suite or similar.
- Proficiency with Google Suite, Office Suite, or similar.
- Proficiency in social networking tools, algorithms, etc.
- Visible, growing relationship with Christ.
- Possess the ability to maintain a healthy balance of personal, family, and ministry responsibility.
- Member of First Baptist Church who fully embraces its values, mission, and purpose.

Experience and Skills:

- Preferred spiritual gifts: leadership, administration, service/helps, hospitality
- Good steward of financial, physical, and human resources.
- Strong understanding of multi-channel communication strategies, including digital, video, web, social media, print, etc.
- Demonstrated leadership and collaboration skills with the ability to work effectively with others.
- Highly self-motivated with strong time management and organizational skills.
- Creative and strategic.
- Multi-tasker.
- Exceptional interpersonal skills.
- Passion for advancing the mission of the Gospel within the church and the surrounding community.

Duties:

- Craft and communicate a clear, authentic voice that tells the stories of God at work around us and accurately represents the vision, mission, and values of First Baptist Church.

- Develop and implement a comprehensive communications strategy that engages with a multi-generational community through digital, video, print, web, and social media channels in partnership with ministry staff and leaders.
- Capture, generate, and curate content for various communication platforms including photo, video, etc.
- Monitor, maintain, and optimize the church's online presence, including regularly updating social media channels and website.
- Design and produce all print and digital communication, including weekly, monthly, and as requested projects.
- Enlist, equip and encourage qualified volunteer teams to accomplish communications goals.
- Work in tandem with the Director of Media/Technology to oversee video content, production, and editing of weekly announcements, storytelling videos, etc.
- Ensure that all branding of First Baptist Church is consistently experienced in person, in print, and online.
- Edit all-church communication pieces to ensure consistency with the style guide and voice.
- Develop and maintain policy and procedures related to media relations.
- Manage and maintain subscriptions related to church database, web hosting, mobile app, office productivity software, other software, etc.
- Oversee and strengthen the Connect Team ministry prioritizing the on-campus experience from parking lot to child drop off to small group to worship service, particularly for guests.
- Enlist, equip, and encourage volunteers on the Connect Team(s).
- Serves on *Ministry Staff* and attends weekly Directional Team meetings (as scheduled), bi-weekly ministry staff meetings, and monthly all staff meetings.
- Duties as assigned by the supervisor.
- Sitting, standing, squatting, climbing stairs, and lifting at least 30lbs.
- Work as unto the Lord ... Colossians 3:22-24.

Employee Signature

Date