

CHILDREN'S MINISTRY AND COMMUNICATIONS DIRECTOR

(Kellie's position)

As an employee of Cowee Baptist Church, every effort must be made to carry out your job in a Christ-like manner. Job performance will be evaluated on the following criteria:

- Competency in job related requirements
- Confidentiality in all matters
- Unquestionable conduct in carrying out said job

Failure to achieve any or all of this stated criteria may lead to termination. Being a representative of Cowee Baptist Church, all employees should reflect God's love to everyone with whom they work and associate.

Job Classification:

Salaried, Full-time (40 hours per week)

Principle Function:

The Children's Ministry and Communications Director is to assist the church in planning, conducting, and promoting a comprehensive ministry to children (birth through sixth grade) and their families. As well as, overseeing all communications for Cowee, including marketing and internal communications, making sure that they are effective and in keeping with the mission of Cowee Baptist Church. The Children's Ministry and Communications Director will also recruit, educate, coordinate and direct volunteers and will assist the pastor with any tasks he deems necessary in fulfilling the overall goals and mission of Cowee Baptist Church. The Children's Ministry and Communications Director will also coordinate efforts with the Associate Pastor - Minister of Students.

Responsibilities:

- Schedule and coordinate volunteer's from the congregation.
- Help conduct special training opportunities for children's workers.
- Evaluate and recommend literature and curriculum used in the church's children's ministry.
- Implement, carry out, and develop policies and procedures (e.g., background checks for volunteers, permission slips, and medical releases on file and up-to-date for trips, etc.)
- Help coordinate and develop short and long term goals with the Pastor and Next Generation Assistant for children's ministry.
- Lead the church in planning and conducting special programs that will serve as opportunities for children to grow spiritually.
- Be present and available to the children's ministries that take place during Sunday morning worship services.

- Greet and assist parents/visitors at children's events and at regularly scheduled programs.
- Help keep track of and follow up with absentees, regular attendees, and guests.
- Help ensure that the children's ministries are staffed for regular programs and special events (e.g., nursery, etc.)
- Direct VBS and other evangelical/outreach programs throughout the year for children and families.
- Lead the church in visitation of children and their families (members and prospects).
- Provide care and support for children, their families, and children's ministry volunteers.
- Promote the children's ministry in the bulletin, newsletter, and other means as necessary and appropriate (and keep the church and parents updated on upcoming events).
- Serve on the Church Council and attend staff meetings.
- Prepare and make reports to the pastor and semi-annually to the Personnel Committee.
- Perform other responsibilities assigned by the Personnel Committee and/or the pastor. Assist in preparing the annual budget for the children's ministry.
- Stay current and informed on new methods to enhance children's ministry.
- Assist in worship services as directed by the pastor.
- Assist in the children's aspect of functions of the church (e.g., Sunday School promotion, Love in Action, etc.)
- Be present at all church-wide functions and participate in the educational and worship programs of the church.
- Effectively and strategically manage and grow digital communication platforms
- Lead efforts to design all art and promotional materials related to church-wide activities with a high standard of creativity, excellence, and effectiveness
- Provide support for worship enhancements, such as graphics, video clips, sound reinforcement, video recording and streaming.
- Build efforts to bridge the online to offline gap between all ministry initiatives
Proactively develop strategies to clarify and communicate messaging of the church, in partnership with leadership and ministry teams.
- Create ads and manage budget for online and social media marketing on Facebook, Instagram, and Google Ads for Nonprofits, etc. to boost messages to a wider audience. Research new forms of digital advertising and remain current on digital marketing trends and best practices.
- Planning meetings to creatively develop the elements of services/experiences that will reinforce and support the Pastor's message, key initiatives, and church programs. Storyboard, direct, script, and coordinate weekly videos and special element videos that support the weekend experience as well as key initiatives, social media, and church programs.
- Edit and complete post-production work for each video.
- Develop volunteer teams as deemed necessary to accomplish communication goals

The pastor directly supervises the Children's Ministry and Communications Director.