

COMMUNICATIONS DIRECTOR



Job Description

PURPOSE

To help people discover and deepen a saving relationship with Jesus by leading them to take steps in their faith and the church through the church's communication channels.

EXPERIENCE

- Minimum two years of working in communications with graphic design experience
- Minimum one year of influencing people to take digital steps
- Minimum two years of working on a team
- Organizational skills
- Verbal and written communication skills

DETAILS

Full-time

Reports to: Ministry Coordinator or Executive Pastor

Work Schedule: Typically, Sunday through Thursday with some exceptions for special events.

KEY RESULTS & RESPONSIBILITIES

Lead people to take steps in their faith and the church through effective communication

- Utilize email, social media, web, and other means to communicate with the right people at the right time
- Include a step or steps in all communications
- Track communications and church metrics to ensure effectiveness
- Use the language and look of our church in all communications
- Operate using a communications calendar to keep all ministries and communications efficient and effective
- Work with the Lead Pastor to execute an effective communication strategy to share vision and content

Increase the size of the audience for each communication channel

- Lead more of the right people to follow, subscribe, engage, etc. the church's communication channels
- Utilize all communications channels in ways that maximize effectiveness

Maintain strong, healthy relationships with all staff, ministry leaders, photographers, videographers, etc.

- Know and support all staff and ministry leaders and their ministries well to maximize communications for them
- Anticipate the needs of ministries and be proactive in communications
- Maintain relationships with photographers and videographers who serve regularly and meet our quality standards

Align with the Lead Pastor and FBC staff

- Be engaged and aligned with the FBC mission
- Ensure all communications are unified and aligned with the Lead Pastor's desires and the church's direction
- Protect the health, relationships, and values of the FBC staff