

First Baptist New Braunfels

Position Description

Position:	Communications Director
Job Classification:	Full-Time, Exempt
Supervisor:	Executive Pastor
Subordinates:	None

Date Approved by Personnel Committee: 23 Sep 2021

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Job Summary

The Communications Director (CD) is responsible for all communications at First Baptist. The CD role has two essential aspects: all the traditional internal and external communications AND promoting and enabling digital outreach throughout FBNB's ministries and members. This person leads and empowers a combined team of communications and media volunteers to develop and implement communication and digital outreach strategies. The Comm/Media Team has two key objectives: effective communication of the church's mission, values, and ministries to our church and community is the first. The second is to fulfill our mission through effective engagement of our visually driven, digital world with the Gospel.

Qualifications

Knowledge/Experience:

- College degree in communications, public relations or marketing and former experience in related field.
- Candidates with unrelated educational backgrounds will be considered, provided they have significant related experience.
- Must have effective oral and written communication skills.
- Strong writer/editor/proofer with ability to direct visual design activities.
- Ability to build, manage and shepherd a team of strategic thinkers.
- Ability to make decisions and initiate positive change.
- Detail-oriented planner.
- Understanding of basic copyright law.

Personal Attributes:

- Born-again Christ follower, called to serve and embracing employment as a ministry.
- Exhibits a growing relationship with God, a teachable spirit, and a healthy family life.
- Passionate for outreach
- Regular attender/church home is First Baptist Church.
- Supports the Baptist Faith & Message (2000), and is committed to the values, mission, and vision of FBCNB.
- Strong interpersonal skills.
- Ability and willingness to direct others and submit to earthly authority while working independently.
- Highest standards of integrity.

Specialized Skills: May not possess every skill but understands and can manage them. If necessary, could learn any.

- Content development – social media and websites.
- Application analytics – Google, Facebook, YouTube, etc.
- Has a working knowledge and understanding of basic design principles.
- Able to communicate with and partner well with graphic designers to brainstorm and create a variety of tools.
- Website creation and maintenance.
- Social Media – Facebook, Twitter, Instagram, Pinterest, and emerging platforms.

Key Responsibilities

1. Lead the Comm/Media Team – Identifies & defines team roles; recruits and develops the team members, paid and volunteers.
2. Communications/Media strategy development across the spectrum of First Baptist Church ministries, both internal and external, both traditional and digital mediums
 - a. Implements church-wide strategy
 - b. Serves as a resource to FBCNB ministries to implement their comm/media strategy
 - i. Connect and spend time with staff and ministry leaders in order to understand their ministry goals/needs/requests and enable their success
3. Champion “digital missionary” opportunity; owns church digital presence
4. Facilitate communications between leadership, the congregation, and the community.
5. Educate leadership and the church regarding effective communications processes and procedures.
6. Facilitate Comm/Media project agendas, priorities, and timelines.
7. Develop and monitor their budget.
8. Develop and maintain church social media policies; monitor posts for compliance
9. Maintain/update the church web site, church Facebook pages, and other social media platforms.
10. Manage signage and displays for the facility.
11. Requires extended periods of standing/sitting/walking.
12. Typical workdays vary depending upon events and projects. Work generally performed indoors, but will at times require outdoor, weekend, and evening activity. A 40-hour work week is expected with additional hours as necessary.

Disclaimer: The above statements are intended to describe the general nature and level of work being performed by the Communications Director. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of this position. They will be updated as the church grows, and the position evolves. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed. This is a full-time professional position. The Personnel Committee will set the compensation and accompanying benefits, as appropriate. Any compensation and employment benefits will be consistent with church policies. The Communications Director must adhere to employee policies and guidelines of First Baptist and be in full agreement with and support of its mission statement, and statement of faith (Baptist Faith and Message 2000).