

Ministry Description

Position Title: Communications Director
Department: Administration
Reports to: Executive Pastor
Position Scope: Communications

Position Summary

The Communications Director will lead in setting the direction as well as the strategic implementation of all internal and external communications to consistently articulate, enable and fulfill Bethany Community Church's mission and vision. This individual will be a creative, innovative, strategic thinker and a results-driven team leader and administrator.

- Responsible for communications strategy.
- Coordinates communication (publicity) according to Communications Policy.
- Designs and reviews promotional materials.
- Oversees and manages social media presence.
- Oversees graphic design.

Qualifications:

- A heart for the local church, a growing relationship with Jesus Christ and a passion to help others find and follow Jesus
- Highly collaborative style; experience developing and implementing communications strategies
- Degree in Communications, media or related field preferred, or a minimum of 3-5 years experience in Communications
- Demonstrable competency in Adobe Creative Suite
- Proven ability to take projects from beginning to end
- Organized and able to manage multiple projects
- Action-oriented and displays focus, passion and initiative. Takes appropriate action when something needs to be done
- Relates well to all kinds of people, builds effective relationships, communicates effectively both interpersonally and corporately
- Organized, creative thinker and highly productive, working in a fast-paced environment
- Committed to improvement, seeks constructive criticism, understands strengths and weaknesses
- Excellent written and oral communication skills

Education: College graduate, preferably in the area of communications; or equivalent experience.

Experience: Two years volunteer experience in church or community; 3-5 years experience in the marketing or communication sector.

MAIN DUTIES AND RESPONSIBILITIES:

Key Responsibilities

- **Website**
 - Lead all efforts related to the creation and development of Bethany Community Church website
 - Proactively work to make sure Bethany Community Church maintains an effective presence on the web including style/presence, search engines, new technology
 - Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) are posted regularly
- **Promotions**
 - Develop system to organize, prioritize and communicate promotional items related to Bethany Community Church
 - Create communication strategies to market, inform, and promote teaching series, big events and other campaigns assigned
 - Oversee all written materials related to promotions
- **Social Media**
 - Manage ongoing social media messaging and communication strategies, in coordination with other ministries
 - Creatively build followings on various social media outlets including but not limited to Facebook, Twitter and Instagram
- **Design and Brand Management**
 - Lead efforts to design all art and promotional materials related to church-wide activities with a high standard of creativity, excellence and effectiveness
 - Supervises other communications staff and volunteer artists to develop graphic designs
 - Monitor the look, vibe and feel of all promotional materials representing Bethany Community Church
 - Oversee the use of logos and images that represent Bethany Community Church
- **Creative Arts**
 - Work alongside Worship & Arts team to create consistency in messaging from all aspects
 - Develop creative ways to communicate desired messages
 - Join brainstorming and creative sessions
- **Media Relations**
 - Oversee efforts related to securing or responding to media attention
 - Develop policy and procedures related to media relations
- **Volunteer Teams**
 - Develop volunteer teams as deemed necessary to accomplish communication goals

- Enlist, equip and encourage qualified volunteers such as artists, designers, photographers and writers
- Other duties as assigned

Supervisory Responsibilities

- Oversees Graphic Designer and volunteer teams

Other tasks

- Tracks communications media and dates in database, creates reports and communicates with appropriate people for follow-up and task assignment
- Manages and coordinates new communications policies and initiatives in coordination with the Communications Team
- Maintains and enforces Bethany's Style Guide
- Develop and manage communication metrics
- Other duties as assigned

Terms: 30-40 hours per week, paid salary

Revised Feb 2019