

Job Profile

A Communications Specialist is an administrative role that supports the Communications department in executing and monitoring communications strategies. The Communications Specialist will help craft messages for web, print media, advertising, social media, and videos. It's not only what we say that matters, but how we say it. This person will focus on viewing our messages from an outsiders' perspective to help us eliminate vague or unclear language across all methods of communication. This role also involves tracking and reporting analytics on marketing and communications campaigns and coordinating promotional events. This full-time exempt (salaried) position and reports to the Communications Director.

Job Responsibilities

In our multi-media world, good writing and editing are essential. Excellent writers use proper grammar and punctuation and tell stories that people want to read.

Essential duties:

Writing, editing, and creating communications pieces as assigned. This includes contributing to print collateral, digital and social media.

- Approach communication from a vision-centric position to ensure copy sounds like Berean.
- Develop ideas and make content come to life; use creative communication such as storytelling and testimonials to capture heartfelt stories.
- Contribute to scripts intended to deliver strategic messaging for videos.
- Proofread print and electronic content written by others.

Implement project plans by setting, communicating, and meeting milestones.

Track projects using the project management software – Basecamp.

Support co-workers in scheduling and writing copy for communication pieces, posts, and blogs.

Research, draft, and drop press releases; maintain a press list.

Other duties:

Work with vendors and printers as needed

Contribute a high level of creativity to brainstorm ideas with internal clients and the communications team

Track and report analytics for ministries and leaders to evaluate marketing and communications campaigns

Continue learning and keeping current in industry trends and best practices

Participate in weekly team meetings and regular one-on-one checkpoints with the director

"We know that for those who love God all things work together for good, for those who are called according to his purpose."

Romans 8:28 ESV

Knowledge, skills, and abilities

Bachelor's degree in Communications, Marketing, or Journalism

Experience and proven ability for copywriting and creative communication tactics

Competency in Adobe Creative Suite and Microsoft Office products, as well as email distribution and database manipulation

Strong writing, editing, proofreading, layout and design, professional printing/publishing skills

Excellent organization and planning skills

High level of creativity and ability to flex with new ideas

Strong ability to think analytically

Ability to work within deadlines with flexibility so shift priorities when emergencies or last-minute projects arise

Strong interpersonal skills and ability to work with different personalities and leadership styles.

Self-motivated with a positive and professional approach to client satisfaction

Enjoys working in a team-based environment and desires to collaborate with others

Faith-Based Qualification:

- A personal relationship with Jesus Christ
- Evidence of growing maturity as a disciple of Christ
- Agreement with Berean Baptist Church statement of faith

Work Conditions

Will most generally work weekday hours; occasional hours on weekends and evenings to support events and ministry activities with written stories and reports.

This job description in no way states or implies that these are the only duties to be performed by this employee. He or she will be required to follow any other instructions and to perform any other duties requested by his or her supervisor.