



Job Profile

The Communications & Marketing Director oversees the church communication strategy of Berean Baptist Church. This requires a firm grasp of, and agreement with the beliefs, values and strategy of Berean and the ability to align staff and key leadership teams with its mission, vision and values. This Director will guide all components of communications and marketing to add inspiration, motivation and clarity to church messages while effectively leveraging and navigating the channels of digital communication, social and mobile technology. The Communications and Marketing director establishes a strategy and communication plan essential for the growth, health, and development of the church. This is a full-time (exempt) salaried position currently reporting to the Lead Pastor.

Job Responsibilities

Essential duties:

Responsible for ensuring a consistent experience across multiple communications touch points including brand management that speaks into website, print, promotions, social media, design, video, and media relations.

Collaboration with department heads/ministry leaders to develop a comprehensive communications strategy

Team Leadership

- Oversee, motivate, and lead your team (currently consisting of Video Media Specialist, Social Media Coordinator, Writer/Editor and Graphic Designer) by clearly communicating the vision and direction of each project from concept to completion.
- Give clear and timely direction, feedback and encouragement.
- Connect on both a professional and spiritual level – encouraging one another as brothers and sisters in Christ

Design and Brand Management

- Create branding and style guidelines and create messages in keeping with them
- Oversee design of print and electronic media
- Oversee the look and feel of creative materials (logos, images, etc.), contributing to design process as needed
- Standardize messaging across all platforms: online, print and in person

Systems and Strategies

- Create and implement efficient systems to organize, prioritize and communicate promotional items; ensuring clarity of responsibilities, timelines and optimal quality of work
- Create communication strategies to market, inform, and promote sermon series, events and campaigns in conjunction with those involved
- Create strategies and systems to keep church members informed of official business, including services, meetings, and outreach initiatives

“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

- Look for creative ways to celebrate the work God is doing
- Find easy onramps for people to get the help and support they need from the pastoral staff and faith community

Social Media

- Oversee ongoing development of social media strategy with an innovative approach
- Work with, and develop, team of volunteers/ministry staff to assist team in growing social media presence and engagement

Website

- Lead efforts related to ongoing website development, maintenance and SEO initiatives
- Oversee Berean's web presence
- Consistently update and monitor the churches website and find ways to increase impact

Other duties:

- Maintain the public relations function of the organization
- Establish and maintain active relationships with secular, denominational and interfaith media
- Create and implement a strategy for becoming more visible in the community
- Be current on creative, communication and technological trends and look for opportunities to more effectively communicate with the community and Berean faith family
- Work with church and ministry leaders to develop communication messages to reach those not currently associated with Berean
- Collaborate and work with worship media initiatives (videos, storytelling, etc.) for consistent messaging and brand feel
- Bridge the online to offline gap between all ministry initiative
- Develop campaigns to attract more people to services and events
- Educate pastoral team and staff members on communication or marketing issues and processes
- Consistently look for ways to grow, innovate and improve

Knowledge, skills, and abilities

Faith-Based

- Have a strong, personal and growing walk with the Lord
- Have a heart for seeing others impacted by the power of the Gospel
- Maintain or establish membership with Berean Baptist Church
- Agree with Berean Baptist Statement of Faith
- Committed to attendance and engagement at Berean Baptist Church
- Philosophical alignment with Berean's leadership and theology
- Ability to teach and equip others to be effective in ministry

Professional

- Bachelor's degree in Communications and Marketing
- Minimum of five years of experience leading communications, social media and marketing functions
- Familiarity with Adobe products and Microsoft Suite
- Knowledge and expertise in print media, computer graphic, video and web design
- Excellent verbal and written skills
- Strong skills in managing cross-functional, real time projects

- The ability to communicate the big picture and strategically delegate action steps to team members
- Ability to work in a team-based environment and desire to collaborate with others
- Understanding of organizational dynamics and balance productivity, creativity, and relationships
- Ability to work flexibly while exhibiting strong time management and problem solving skills
- Excellent public relations and change management skills
- Financial integrity and understanding of budgeting

Work Conditions

- Most work to be done in office with some remote work flexibility
- Most work is Monday – Friday with occasional Sunday and attendance to Church-wide events and key holidays (Christmas and Holy Week)
- Working at computer/desk for extended periods of time

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.