

Position: Communications Director

Reports to: Church Administrator

Position Summary: This position develops, directs and measures a comprehensive Communication strategy to convey the mission, vision and core values of First Baptist Church of Augusta. The position has considerable independence within the areas described below. The Church Administrator will conduct an annual evaluation and provide support throughout the years as needed.

Specific Responsibilities Include:

- Create and implement a strategic church-wide communications plan with clear measurements and accountabilities
- Establish an effective “marketing” approach to reach those both inside and outside the church by telling personal stories about how Christ is changing lives through the people and ministries of FBC of Augusta
- Create a coordinated brand identity for the church that people will connect with and be inspired to engage in the church’s mission
- Create, oversee, train and equip a laity team to assist with the implementation of the programs and strategy outlined for the communications area
- Plan and oversee the use of effective media to reach a variety of audiences including but not limited to web site, social media, live streaming, video, print and email
- Point of contact for training and maintenance of copiers and other equipment
- Develop and coordinate video communications for internal and external needs
- Direct promotion and public relations efforts including press releases, press coverage, electronic, print and social media advertising
- Partner with Senior Pastor and Stewardship Chair to market the annual stewardship campaign including materials/social media venues designed to encourage increased financial commitment from church members and to thank donors in creative ways.
- Partner with Endowment Chair to market legacy giving opportunities
- Seek and direct ways to assure that the church sees and understands our Vision in action and is aware of our direction and plans
- Ensure a consistent voice in the messaging and branding of the church to all audiences through effective use of style guidelines
- Attend ministry staff meeting to stay informed on church news, plans and events
- Work with Church Administer to develop and track communications metric for both internal use and for sharing with congregation
- Performs other duties as assigned by supervisor

Minimum Qualifications:

- Degree in marketing, graphic arts, or communication
- 3 years of recent experience developing and implementing communication strategy
- Excellent written and oral communication skills
- Ability to integrate and relate the communications ministry to the rest of the church’s ministries
- Knowledge in all media techniques, technologies and platforms
- Demonstrated proficiency in contemporary computer skill sets -- Office Suite, Adobe Creative Suite, Desktop Publishing, Photoshop, web site development, Constant Contact, Final Cut
- Committed to excellence in production
- Works well with others in a collaborative, team effort