



## Director of Communications

### Minimum Qualifications:

Personal relationship with Jesus Christ and a commitment to the mission of First Baptist Church: Reach People and Make Disciples. Proficiency in creative media promotion, with a keen eye for brand and style consistency. Ability to conceptualize and execute comprehensive communication strategies that resonate with the church family, occasional attendees, and the broader community.

Possess strong interpersonal skills, professional attire, effective communication abilities, organizational proficiency, and a solid work ethic. Team player with a commitment to collaboration and confidentiality.

### Principal Responsibility:

Oversight of the church's media messaging across all platforms, ensuring consistency and effectiveness.

### Expectations:

- Evaluation and improvement of FBC's media presence and communication clarity.
- Development and maintenance of the church's stylebook, ensuring its conciseness, relevance, and clarity.
- Creative direction for print media, including branding and approval of email signatures, weekly ministry emails, postcards, posters, banners, and other promotional materials.
- Provide creative direction to all social media platforms to maximize engagement, response, shares, and overall analytics.
  - Facebook and Instagram: Schedule all posts to ensure consistency, clarity, and conciseness in messaging.
  - Coordinate special video features with the Video/Creative Director.
- Observe, report on, and respond to analytics and emerging trends.
- Design or oversee the creation of slides for worship services, including Pro Presenter, pre-worship, hallway TV monitors, and digital mail, adhering to established style guidelines.
  - Maintain pre-worship slides on the Pro Presenter.
- Manage and update the church website.
  - Add photographs as necessary.
  - Create events and registration portals for ministry events, monitor sign-up progress, and send report to ministry leads.
- Gather content from church staff and create a weekly event handout for distribution on Sunday mornings
- Develop and maintain a budget for communications and promotion.
- Assist ministries in developing a "promotion plan" to effectively communicate information about events and ministry activities.

### Relationships:

Position will report to the Minister of Music.

***If interested, submit resume to apply via email at [info@fbcdeatur.org](mailto:info@fbcdeatur.org).***