



## **Director of Communications, Marketing and Media**

**RESPONSIBLE TO:** Executive Minister

**CHARACTERISTICS:** A dedicated Christian, positive attitude, self-starter, assertive, committed to excellence, and feels a calling to help fulfill the church's vision.

**FUNCTION:** Responsible for the internal and external communication activities of First Institutional Baptist Church. In charge of the marketing of the church through advertising, public relations and traditional, electronic, and emerging media. Oversees and is "hands-on" with both internal and external communications activities aggressively seeking to foster the church's mission and improve the "brand" while enabling cross-communications between the staff, ministries, committees and the congregation. Facilitate and supervise media volunteers and paid staff.

### **DUTIES AND RESPONSIBILITIES:**

- Create and execute communication strategies to advance the church's mission
- Develop, recommend, and implement the marketing and communication strategies for the church.
- Communicate information regarding the church, its mission and activities to appropriate targeted audiences through communications mediums such as: the newsletter, Sunday bulletin, email, website, social media, and develop other channels as needed.
- Develop and maintain relationships with church ministry leaders.
- Improve and manage the church's website and social media. Supervise outside designers, printers and other vendors, and perform other duties as assigned.
- Create and design graphics for digital and printed materials.
- Serve as quality control for all advertising, marketing and use of name and or logo.
- Manage the Church's Brand.
- Develop and manage the annual communications/marketing budget and multimedia budgets.
- Oversee the multimedia ministry and serve in multimedia role at special services such as funeral, etc. when volunteers are unavailable. Oversee the multi-media ministry and any paid staff, and serve as a back-up to volunteers when they are not available.
- Train and recruit volunteers who assist in the marketing and multimedia ministries.
- Involvement and participation in the life of the church is required to give the best understanding and insight into the church and its vision.
- Other duties as assigned.

**EDUCATION:** Bachelor's Degree in Journalism, Communications, Marketing, Public Relations or related field is required. Previous experience in a church environment preferred.

**COMPENSATION:** \$40,000-\$50,000 plus benefits.

Please include portfolio link and/or samples of work product when submitting.