

Job Description: Communications Director

Position Communications Director (Part Time)
16-20 Hours Weekly

Overview Edgewood Baptist Church exists to make disciples of Jesus Christ by Gathering, Growing, Giving and Going with the gospel. The Communications Director provides strategic and centralized leadership of Edgewood's communications. This will be accomplished primarily by:

- Unifying and aligning church communications.
- Partnering with, equipping, resourcing and coaching Edgewood's ministry personnel to achieve their communications plans.
- Ensuring that high-quality and high impact communications are created for both internal and external audiences.
- Implementing communication systems at multiple levels within Edgewood to raise the effectiveness of Edgewood's digital, social media, and print communications.
- Ensuring cohesiveness and consistency with the look, feel, and style of communications across all channels.
- Creating measurable communications goals and assessing effectiveness of all communication tools and efforts.

Reports to Worship Pastor

Personal Requirements This individual must be a follower of Jesus Christ, having put their faith and trust in Him as Savior and Lord and be growing in Christlikeness. Like all leadership roles at Edgewood, this person will fulfill all requirements of church membership. Must be an effective communicator and a strategic thinker. Must be well organized and have high quality standards and expectations. Must be self-motivated, able to prioritize with strong time-management skills and ability to work and lead in a multi-task environment.

Professional Skills

- Strong writing skills with ability to craft announcements, content for web/social media posts, scripts for communicative videos, and assist the leadership of Edgewood with any urgent communications needs that occasionally arises.
- Ability to collaborate with and lead others in the area of graphics, video, and administration.
- Ability in project management, graphic design, branding, and creative direction.
- Ability in web content management, social media, marketing and brand management.
- Base level proficiency with Adobe Photoshop and InDesign (and willingness to grow in these skills).
- A committed learner, willing to engage in learning new tools and procedures to maximize quality and streamline workflow with other team members.
- A college degree or related work experience.

Key Responsibilities

- Coordinate and contribute to print and digital communications for key communications channels (Weekend Announcements, eNewsletter, Social Media, Mobile App/Website, Action Center, etc).
- Manage communications campaigns for high impact events and services (Easter, Christmas, Conferences, Capital Campaigns, Mission and Vision Emphasis).
- Collaborate and contribute to graphic design deliverables that adhere to Edgewood's visual look, feel, and style (Announcement Slides, Web/App/Social Media Graphics, Print Pieces, etc).
- Champion a tiered communications strategy and guide ministry leaders in their communication efforts (Tier 1: All Church-Level Messages, Tier 2: Ministry-Level Audience, Tier 3: Focused-Level Limited Audience). See <https://www.fishhook.us/blog/all-tiered-up> for more information.
- Generate a master communications calendar of all Tier 1 and Tier 2 communications items in order to organize and plan communications messages in a proactive and timely manner.
- Be a primary stake holder in developing the internal signage and communications of Edgewood's facility.

Working Relationships This position is a part time position and reports to the Worship Pastor and requires significant in-person collaboration with administrative staff and servant volunteers (graphic, video, general communications) to facilitate next level communications at Edgewood Baptist Church.