

FIRST BAPTIST CHURCH PRATTVILLE

COMMUNICATIONS DIRECTOR

Direct Report: The Executive Pastor.

Scope: The Communications Director helps provide vision and oversight for churchwide messaging and facilitates ministry-specific messaging. The person will manage all the church's varied communication channels and ensure that all communications are clear, consistent, and support the church's mission.

Specific Areas of Responsibility: The areas of responsibility for this position include: collaborating with others on church communication needs; maintaining and advancing the church website; creating a strong social media presence across various platforms including Facebook, Instagram, Twitter and YouTube; facilitating graphic design, photography and videography projects; producing weekly Highlites and e-Highlites materials; and overseeing external communication needs.

Collaborating with Others on Church Communication Needs: This position will work closely with ministry staff and other church leaders to maintain clear and consistent communication from all ministry areas. This will include attending regularly scheduled and ad hoc meetings to discuss communication needs and utilizing processes to ensure that communication requests are submitted and processed efficiently.

Maintaining and Advancing the Church Website: This position will be responsible for maintaining a church website that is up to date in both content and functionality while also remaining consistent with the culture of our church. Our current website is maintained utilizing a content management system.

Creating A Social Media Presence: This position will create a strong social media presence across various platforms including Facebook, Instagram, Twitter and YouTube that both engages current and prospective followers and is consistent with the mission and culture of our church.

Facilitating Graphic Design, Photography, and Videography: Create, develop, and maintain professional contacts to outsource work related to graphic design, photography, and videography, as needed.

Producing Weekly Highlites and e-Highlites: Highlites and e-Highlites serve as important information pathways for FBCP. This position will develop weekly content for Sunday Highlites and e-Highlites materials in order to keep our membership informed of churchwide and ministry-specific information.

Overseeing External Communication Needs: This position will oversee digital boards, magazine advertisement and any community-wide marketing requests. Items may also include writing media press releases and fielding media inquiries.

Other Duties:

As assigned by the Executive Pastor.