Vinton Baptist Church
LOVE • FOLLOW • BUILD

Minister of Communications & Pastoral Care

Position Overview

The Minister of Communications & Pastoral Care serves as an essential bridge between Vinton Baptist Church and the wider community. This role combines outward-focused digital communication with consistent pastoral presence, strengthening both the church's public witness and the care we offer our congregation. This position both supports Kim's call to ministry and meets critical needs in the life of Vinton Baptist Church.

Communications & Digital Engagement

- Develop and execute an outward-focused digital communication strategy that tells the story of what God is doing at VBC.
- Create engaging content for Facebook, Instagram, YouTube/BoxCast**,** and the church website**.**
- Maintain a consistent brand, tone, and message that aligns with VBC's vision: *Love. Follow. Build.*
- Highlight ministries, outreach, missions, Sunday School, special events, and opportunities for community involvement.
- Capture and share transformation stories, ministry highlights, testimonials, and event recaps.
- Ensure the church website remains updated, invitational, and helpful for guests and the community.
- Coordinate with Audio/Visual volunteers to ensure Sunday streaming, recording, and sound processes support worship effectively.
- Track basic analytics (reach, engagement, views) to help guide strategy and measure effectiveness.

Pastoral Care

- Provide a consistent pastoral presence through regular hospital, nursing home, and homebound visits, including coordinating homebound ministry.
- Partner with the pastoral staff in grief care, funerals, and congregational support as needed.
- Write notes, make follow-up calls, and support the church's pastoral care ministries.
- Communicate pastoral care needs with ministerial staff and participate in pastoral care planning.

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Discipleship & Sunday School Support

- Support adult Sunday School classes through communication, coordination, and teacher assistance.
- Help teachers locate curriculum, resources, and materials as needed.
- Coordinate substitute teachers when a class has an absence and serve as a substitute when appropriate.
- Partner with the Sunday School Director to plan teacher training and appreciation efforts.
- Use digital platforms to spotlight Sunday School, promote new studies, welcome new classes, and help regular attenders connect with a Sunday School class who are currently inactive.
- Providing faith-based materials for Food Pantry boxes
- Coordinate college care packages.

Ministry Collaboration & Leadership

- Participate actively in weekly staff meetings.
- Partner with ministers and ministry leaders to ensure churchwide events and ministries are communicated clearly and creatively.
- Assist with worship leadership and special events as appropriate to the role.
- Share in additional pastoral responsibilities when needed.

Qualifications

- Formal theological education and training.
- A clear calling to vocational ministry and pursuit of ordination.
- Strong written, digital, and social media communication skills.
- Ability to represent VBC's pastoral voice with warmth, clarity, and theological grounding.
- Creativity, strong interpersonal skills, and pastoral sensitivity.
- Ability to collaborate with staff, volunteers, and ministry teams.
