

FIRST BAPTIST CHURCH ON FIFTH

Winston-Salem, North Carolina

Position Profile

Position: Communications Specialist

Status: 35 hours per week

Individual: TBD

Reports To: Pastor

The Communications Specialist will serve as a member of a dynamic team of staff at First Baptist Church and collaborate regularly with the pastoral staff, in particular. This three year, possibly renewable, appointment is a new position that reflects the church's interest in strengthening its communication practices, as well as shaping and expanding its digital presence as part of its ongoing mission and ministry. The Communications Specialist will apply their skills and experience to the unique needs of a congregation seeking to identify, strategize, and develop its communications capabilities. The Communications Specialist will be in attendance at some services and/or events as a way to become better acquainted with the identity of the congregation. The position is ideal for a candidate interested in being at the forefront of an emerging focus in the life of First Baptist Church, while collaborating closely with pastoral staff to develop a vision for the church's communications. The job will likely shift as it develops, beginning with a focus on evaluating the church's current digital capacity and maintaining current communications, and gradually including the implementation of new initiatives.

Principal Function: The Communications Specialist holds primary responsibilities for cultivating and managing the church's ministry of communications, with focused energies on how we tell the story of our "community in the heart of the city called by Jesus to practice bold love of God and neighbor and boundless compassion for all people."

Responsibilities:

- *Lead evaluation of our church's digital capacities.* Report recommendations for modernization, improvement, deeper utilization, growth, and policies. Align our communications with the church's mission, vision, and story.
- *Coordinate public-facing communications.* Establish process and timeline for content creation, collection, and publication of weekly newsletters, worship folders, and material for seasonal events based on liturgical calendar. Manage website updates, worship media center online, social media, outside publicity, and church photos. Provide communications support for teams and leadership groups.

- *Develop compelling, clear, and strategic methods for sharing the church's story and God's story of Love in a changing landscape.* Enhance work on outreach communications and community leadership.
- *Oversee production of new avenues of digital content* (i.e. videos, podcasts, Instagram stories or reels, etc.). Content will resource discipleship and faith formation of members and prospects. Connect the live-streaming of Sunday worship to broader communications scope, leveraging this long-standing commitment of the church for the future of the church.
- *Manage relationships with outside vendors* to resource the church's communications needs (i.e., website management, graphic design, printing, etc.).
- *Collaborate and create with the pastor and pastoral staff.* Participate actively in staff meetings, and be a vital part of our staff team.
- *Serve as staff liaison* with the Outreach & Communication Ministry Team.
- *Other duties as assigned.*

Qualifications:

- Bachelor's degree required; advanced communications degree preferred.
- 3-5 years of experience managing digital communications strategy within an organization strongly preferred.
- Familiarity with the life of a local church preferred.
- Strong skills in related digital interfaces (i.e. Google Drive, Adobe Creative Suite products, website maintenance, etc.) and the ability and desire to learn new technologies as needed. Solid understanding of cross-browser, cross-platform and cross-device compatibility standards and behaviors.
- Deep attention to detail with an eye for function and beauty in the user experience.
- Understanding of performance, web analytics, accessibility, SEO techniques.
- Highly-developed skills in interpersonal communication (verbal, written, listening), with a strong sensitivity to appropriate discretion and confidentiality.
- Ability to prioritize multiple tasks and projects, while working flexibly in a collaborative environment.
- Ability to work and interact in a collaborative environment with colleagues and church members, while being an independent self-starter.
- Commitment to full engagement within the vision of the church, which states: *We are a community in the heart of the city called by Jesus to practice bold love of God and neighbor and boundless compassion for all people.*