

BROADMOOR BAPTIST CHURCH
Communications Director
(revised May 2021)

Ministry Area: Creative Arts

FLSA Status: Exempt / Full Time

Reports to: Executive Pastor of Creative Arts

SUMMARY:

The Communications Director is a dynamic leader who is passionate about compelling communication and establishing brand consistency. Skilled in creating strategy and implementation, this person will lead across ministries to promote the vision and mission of Broadmoor Baptist Church (BBC) both internally and externally. The Communications Director should be an expert in oral and written communications with proven success in building and managing a team to employ a broad spectrum of mediums such as web, print, graphic design, social media, email marketing, etc. This role serves as an expert partner with ministerial staff, lay staff, and volunteers to provide innovative and effective strategy, marketing, and communications tools for publication and distribution.

PRIMARY JOB RESPONSIBILITIES include but are not limited to the following:

- Develop, implement, and maintain a comprehensive communications ministry ensuring consistency and excellence in brand management across all platforms (website, social media, print, signage, direct mail, etc.).
- Establish an effective communications strategy that maximizes resources and creates priority order for messaging based on relevance and the number of people impacted.
- Support the church staff and ministries in their communication and promotional efforts:
 - Foster collaborative relationships among other departments within the organization and stay informed of new initiatives and programs.
 - Write and produce churchwide communications via digital and print channels.
 - Provide final approval for all communications distributed to the public, church membership, and attendees.
 - Have the ability to manage multiple projects simultaneously, efficiently, and on a deadline.
 - Maintain perspective of the larger picture and identify ways to use technology as a tool for ministries to collect data, communicate and increase efficiency.
 - Aid in the development, implementation, and management of external communications efforts.
 - Establish and maintain good working relationships with outside vendors.
 - Coordinate with Media Ministry, as needed, for video and live-streaming needs.
- Regularly audit the church's various communications tools and technology to evaluate and improve effectiveness.
- Oversee maintenance of the church's website to ensure relevance and integrity of the content as a source of information and inspiration toward Broadmoor's mission and vision.
- Coordinate a social media strategy for effective digital engagement. Manage Broadmoor's primary social media outlets and act as a resource for other ministry areas' social media efforts.

- Monitor Broadmoor's presence in the media and serve as the primary liaison between the church and external media outlets.
- Coordinate the church's graphic design needs.
- Develop, equip, and manage a professional communications team to meet the church's needs. Supervision includes regular evaluations of staff, along with the recruiting and retention of the best talent available.
- Create and manage an annual budget for the Communications Department.
- Execute other duties as assigned by the supervisor.

KEY REQUIREMENTS FOR SUCCESS:

- Be a mature and growing Christ-follower who is committed to spiritual disciplines such as Bible reading and prayer.
- Minimum of 5 years of experience in a communications level role.
- Experience serving in a church staff role preferred but not required.
- A Bachelor's Degree is required with a concentration in Communications, Public Relations, or another related field preferred.
- Proven senior leadership experience required.
- Experience in managing communications programs and strategies for large, diverse organizations with multiple audiences; experience in secular or non-profit organizations a plus.
- Have the ability to communicate effectively and professionally, both orally and in writing, with church staff, church members, and the community.
- Possess proven ability and relational skills to identify and equip leaders, both staff and volunteers.
- Must be able to organize, focus, and multi-task.
- A high level of attention to detail is required.
- Should demonstrate strong editorial and proofreading skills.
- Ability to collaborate, cooperate and function well in a team environment.
- Desire and willingness toward continued learning and enhancement of skills.
- Demonstrate the proven ability to manage people, budgets, long-range planning, and plan implementation.