

BETHANY CHURCH

POSITION DESCRIPTION

TITLE: **MARKETING AND COMMUNICATIONS DIRECTOR**

LOCATION: Bethany Church

SCHEDULE: Full-Time Salaried Position. Schedule may vary according to church needs.

FUNCTION: The Communications Director will provide **strategic planning** and **operational leadership** for all of Bethany's efforts. To present clear and effective messages through various mediums both inside and outside of the church's organization.

AFFILIATED OUTCOMES AND DUTIES:

As indicated in the Position Function, the Communications Director will lead on three levels: Strategic Planning, Operational Management and Personnel Supervision.

Strategic Planning

- Clarify And Manage Our Brand: Who we are, What we believe, What we do
- Develop core communications strategy for Bethany Church
- Assist in defining the strategic messages to both internal and external constituencies.
- Manage all Bethany communications channels ensuring key messaging is communicated to our target audiences. This will include the integration of a mobile app. including potential texting features (ex: PastorsLine).
- Internal office communications. Analyze current practices and recommend appropriate improvements.
- Develop a public relations strategy that includes media relations and outreach efforts that will increase brand awareness and meet needs of key target audiences.
- Proven ability to develop and produce storytelling initiatives that build awareness and engagement with the Bethany brand.
- Establish annual goals and budgets for the department.
- Keep informed in communications and marketing research, especially as it relates to church and non-profit.

Operational Management

- Produce marketing and promotional material for all key initiatives. Ensure these materials are current.
- Produce internal communications of all major initiatives at Bethany Church.
- Create content for the Bethany Church Website, resulting in search engine optimization.
- Monitor and manage content on all social media channels. Reporting key metrics to the Executive Team.
- Manage vendor and supplier relationships as it relates to MarCom efforts.
- Produce accurate, timely and meaningful reports regarding effectiveness of communications initiatives.
- Manage the communications team budget.
- Serve as primary point of contact for all external media requests for information. Work with the Senior Pastor to develop appropriate response/s to these requests.
- Ability to capture, edit and produce video/photo content that is compelling and tells stories that create connecting to the Bethany brand.
- Perform other duties and responsibilities as needed or assigned, in order to meet deadlines and goals.

Personnel Supervision

- Oversee all paid staff assigned to the Communications area.
- Interview and recommend for hire any candidates applying for paid staff positions on the Communications team. The Supervising Pastor will make all final hiring decisions.
- Conduct annual reviews of all paid Communications staff, and work with the Supervising Pastor to set annual goals during the review.
- Collaborate with Supervising Pastor and Human Resources to review any disciplinary issues up to and including termination.
- Collaborate with ministry leaders to identify and develop a team of ministry partners to assist with communications efforts.
- Maintain a safe and professional working environment among the team for both paid staff and ministry partners.

LEADERSHIP: Reports to Senior Pastor

WORKING CONDITIONS Excellent; non-smoking environment.

QUALIFICATIONS:

Spiritual Maturity, Personal Integrity and Personal Relations

- Must be a committed disciple of Jesus Christ, with evidence of a growing love for both God and one another.
- Must be a member or commit to become a member of Bethany Church.
- Must embrace our Core Values as described in our V/TO.
- High level of EQ and IQ. Possess these personality characteristics, humble, curious, empathetic, perceptive, independent, collaborative, cooperative, even-tempered, resilient, problem solver.

Educational/Training Background

- Bachelor's degree or equivalent experience in a related field.
- A preference for advanced education in the areas of communications and/or marketing.

Professional Background

- Senior level management experience leading large-scale projects, including responsibility for public communications or marketing tasks.
- Professional experience with developing communications or marketing messages, and engaging with various media for message distribution.
- Significant computer experience in various publication software applications.
- Experience overseeing web-based content management.
- Staff supervision and team building experience.
- Established vendor or public media contacts preferred.

Personal Skills and Aptitude

- A passion to deliver quality, effective messages in an age of information overload.
- An ability to distinguish “big-picture” issues from operational detail and to be comfortable working on either the macro or the micro level.
- The ability to communicate clearly and effectively in both verbal and written form.
- Leadership skills, including the ability to build, inspire and motivate teams.
- Exhibits organized, clear thinking, with the ability to translate visions and strategies into tactical plans.
- Must be willing to get involved in the day-to-day execution of the communications strategies and plans, when staff or ministry partners are not able to fill operational resource gaps.
- Candidates with a working knowledge of adobe creative suite and the use of WordPress to modify our web presence are strongly preferred. Should also have experience using MailChimp, Constant Contact or similar software to produce and distribute e-mail newsletters.
- Experience in the capture and edit (final cut pro/Adobe Premiere, or equivalent) of video in creating compelling content.
- Experience developing and promoting digital content that includes podcasts, webinars, and vlogs, short form video and online live events.

PHYSICAL DEMANDS:

To perform the essential functions of the job, the following applies: requires standing, stretching, bending, walking, lifting and transporting a minimum of 25 to 30lbs. Must be able to climb stairs. Must be physically and mentally capable of performing multiple tasks in a multi-priority environment. Must be capable of using a visual display terminal with continuous wrist movement on a keyboard.

DATE: February 2022