

Job Description Revised October 30, 2023

Job Title: Communications Coordinator

Job Type: Part-Time

Job Class: Non-Exempt Hourly

Salary Range: \$24.00 to \$28.00 per hour, depending on experience.

Reports To: Media Director



POSITION SUMMARY:

We seek someone with creative and team-building skills to join our Franklin Avenue Baptist Church (FABC) team as our Communication Coordinator. This part-time position will play a crucial role in spearheading communication efforts within the church to enhance the effectiveness of FABC's programs and messaging. The Communication Coordinator will focus on operating a communication calendar, leading various volunteer teams related to creative arts, production, and communication, as well as developing and implementing effective social media strategies to engage with our congregation and reach out to the wider community.

DESIRED QUALIFICATIONS:

- Associate or bachelor's degree in marketing, journalism, communications, or a related field with 1-2 years experience of comparable employment.
- Experience developing and implementing communication strategies.
- Excellent written and oral communication skills.
- Demonstrable competency in Adobe Creative Suite, graphic design, social media account management, Flocknote, FluxConsole Dashboard, and other applications needed to fulfill the responsibilities associated with this position.
- Photo and video editing skills are preferred.
- Contains project manager skills, including being organized, the ability to communicate with different team environments, and the ability to manage multiple deadlines.
- A self-starter who is adept at identifying strategies to overcome growth barriers and challenges, while investigating opportunities to improve FABC's production.
- Relates well to all kinds of people, builds effective relationships, and communicates effectively both interpersonally and corporately.
- Presents a humble disposition, being committed to improvement, receptive to constructive criticism, and willing to learn and grow in their position.
- Full agreement with the doctrinal position of Franklin Avenue Baptist Church.

PRIMARY RESPONSIBILITIES:

Communication Calendar Management:

- Maintain a comprehensive communication calendar, ensuring that all church events, services, and activities are adequately promoted across various platforms.
- Collaborate with ministry leaders to gather information and details about upcoming events to create compelling communication materials.

Volunteer Team Leadership:

- Recruit, train, and lead volunteer teams involved in creative arts, production, and communication.
- Foster a positive and collaborative team environment that encourages creativity and excellence in all communication efforts.
- Meet with volunteer team leads to provide direction, vision casting, and team alignment with ongoing projects.

Creative Arts and Production:

- Work closely with the worship and creative arts teams to develop engaging media content for church services and events.
- Oversee the production and final product of audio/visual materials, graphics, and other creative assets.
- Join and lead brainstorming and creative sessions on how to create compelling storytelling content.

Social Media Strategy Development:

- Regularly engage and update social media platforms to maintain a consistent online presence.
- Develop and implement effective social media strategies to engage the church community and attract new visitors.
- Monitor online engagement on social media platforms, tracking analytics of what strategies are both effective and ineffective at connecting with our community.

Website Management:

- Collaborate with web developers to update and maintain the church's website, ensuring it remains up-to-date, informative, and user-friendly.
- Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly. Images, content, and promotions listed on the website should be updated regularly.
- Proactively work to make sure Franklin Avenue Baptist Church maintains an effective presence on the web including style/presence, search engines, and new technology.

Communication Outreach:

- Coordinate with church leaders to disseminate important information and announcements to the congregation via various communication channels.
- Explore and implement new communication tools and technologies to enhance church communication efforts.
- Coordinate with the worship team to ensure those hosting Sunday services are equipped and ready to communicate with the congregation.

Branding and Messaging:

- Ensure consistent branding and messaging across all communication materials and platforms, ensuring logo presentation, colors, and word choice are consistent with FABC's tone and voice.
- Uphold the church's values and vision in all communication efforts, ensuring the central themes of FABC and the mission statement are felt through items communicated.
- Lead efforts to design all art and promotional materials related to church activities with a high standard of creativity, excellence, and effectiveness.

Join us in this fulfilling role as we work together to communicate our church's message, connect with our community, and grow in faith and love. We look forward to receiving your application if you feel called to serve in this capacity!