

CARMEL BAPTIST CHURCH

Position Description

Communications Director

Ministry Area: Communications

Reports To: Executive Pastor

Supervises: Communications Associates & Assistant **FMLA:** Exempt

SUMMARY OF THE BASIC FUNCTION

Carmel Communications exists to advance the mission of Carmel to make disciples of those Nearest, our Neighbors and the Nations through spoken, print and digital communications and to help equip, encourage and challenge members and guests to live lives that ABIDE in Christ to BUILD relationships and LIVE the gospel with EVERYTHING.

The Communications Director is a **strategist, collaborator and steward** of the Carmel voice, brand and story. Working alongside church leadership and shepherding an in-house team, the Communications Director is responsible for clarifying and conceptualizing Carmel's mission, vision, strategy and goals and publishing engaging content to all relevant digital, print, web and video mediums.

GENERAL QUALIFICATIONS

Education: College degree is required. Degree in communications or marketing is preferred.

Skills: Relational intelligence, strategic thinking, excellent written and verbal skills, and project management skills are essential. Must be familiar with using content management systems for website maintenance. Must be skilled at managing the process of communicating key messages, events, activities and needs of Carmel. Must be experienced and skilled with e-mail marketing. Knowledge of design tools (Photoshop, InDesign, Illustrator, Canva, etc.) is required - proficiency with using these tools is preferred but not required. Must be very familiar with managing social media accounts and using them as part of a communications strategy.

Experience: A minimum of three years experience in the area of public relations, marketing and/or communications. Experience in a church setting is preferred.

Physical Demands/Work Environment: Must have good listening and verbal skills to communicate in person and on the phone. Vision required for oversight of graphic design projects. Must be able to lift 25 pounds. Must be able to sit at a desk at least 75% of the time, in front of a computer screen, using the keyboard and mouse. Position involves project management with bending, stooping, and lifting.

Mental Requirements: Must be able to research and develop communication options for staff. Must be able to articulate effectively in written and oral communications. Must be able to work well under pressure and prioritize tasks in a multi-task, multi-reporting environment.

SCOPE OF AUTHORITY

Manages and implements churchwide communications strategy. Writes, edits and manages churchwide print and digital publications. Manages churchwide brand, website and Communications budget. Supervises Communications Associates and Communications Assistant.

ESSENTIAL FUNCTIONS

Provides **oversight** of:

- Carmel mission and vision messaging
- Carmel branding
- Creative planning and art direction
- Church-wide communications editorial calendar
- Communications systems for project management
- Communications budget
- Digital communication (specifically carmelbaptist.org + social media)
- Collaboration between and with Carmel Christian School and WEE School communications teams
- Guest/participant experience at large scale events (ie Sacred Assembly, Conferences, etc)

Serves as **communications advisor to senior pastor as well as lead and ministerial team members.**

Leads, crafts and executes **internal and external communications strategic plans.**

Manage Carmel Communications team that assists and advises ministry teams with communications planning, content creation, editing and management, content distribution, graphic design, video production, and creative support.

Drafts **content** and **guides art direction** for church-wide print and digital communication.

Works **collaboratively with the Media Team and ministries** to produce quality video content that equips and encourages the Carmel family.

Works to **ensure a strong web presence** (updates, enhancements, backend maintenance).

Liaisons with and speaks into CCS and WEE Communications.

Work in tandem with Worship and Media teams to create consistency in messaging from the front door to the back door, actively participating in creative and planning sessions.

Build and maintain collaborative relationships with area church communications professionals through active participation in Faith Communicators Charlotte or other relevant organization(s).

Assist Administration and Executive Pastors with **media inquiries/relations** as needed.

Other duties as assigned.