



JOB DESCRIPTION DIRECTOR OF COMMUNICATIONS

Summary/Objective

The Director of Communications will develop, oversee, implement, and manage a comprehensive communication strategy for Ebenezer Baptist Church. The successful candidate must possess excellent leadership qualities, written and verbal communication skills, and the ability to maximize the talents of their team. The position requires knowledge in various aspects of church and/or institutional communication and faith-rooted, social change work.

Essential Functions

Create and implement an annual, comprehensive communication plan for Ebenezer.

- Work with team members and strategic partners to ensure high-quality and high impact communications are created for both internal and external audiences.
- Create a cohesive plan that utilizes and expands Ebenezer's digital resources.
- Build and help steward a virtual membership and constituency for Ebenezer – Ebenezer Everywhere
- Conduct the day-to-day tasks of communications.
- Write content and/or edit for all of Ebenezer's digital and print vehicles.
- Manage Ebenezer's brand so that it is consistent with our purpose and priorities.
- Manage the development of all church communication materials both digital and print.
- Ensure proper planning and project management of all special ministry events.
- Work with the head of Ebenezer media to coordinate communications products with the media team.
- Produces major videos i.e., Church Anniversary and Year-End. This includes doing research, pulling video clips, writing scripts, and developing story boards.
- Oversee the development of graphics and designs for various Ebenezer digital and print collaterals.

Serves as the lead person in coordinating all external media inquiries.

- Manages external media inquiries and media visitors.
- Oversees the planning and implementation of external communications and marketing strategies.
- Provides crisis communications management.

Regularly communicate events and activities for ministries through a variety of vehicles

- Communicate events through the Sunday Newsletter, Sunday video announcements, Ebenezer App, Ebenezer website, Ebenezer social media channels, and regular church-wide mails.
- Create and manage Church Community Builder (CCB) Communication forms. This will also include serving as a member of the Church CCB Database Team
- Partner with ministries, meeting with them and creating communication plans to mobilize their specific audiences to respond.
- Proactively plan and work with ministries to support their communications needs.
- Provide social media posts for ministries.

Manage Ebenezer's digital tools in a way that they are up-to-date, relevant, and compelling.

- Ensure that the ministry website and mobile app properties are relevant and reflective of the spirit and goals of the ministry.
- Write and edit content, as needed.
- Ensuring that a strategy is in place for social media channels.
- Ensure that links to Ebenezer commerce opportunities are up-to-date and easily accessible through multiple channels.

Virtual Meeting Management

- Manage and coordinate Ebenezer's Zoom and video engagement platforms.
- Provide Zoom and other video conference "stage management."
- Manage the video screens in Horizon and Roberts Fellowship Hall.

Fiscal Management

- Proposed annual budget for Communications.
- Manage communications expenses within approved budgets.

Take on other tasks as assigned by the Senior Pastor and Executive Pastor

Competencies:

- Seasoned communications professional and leader
- Experience working within a faith-rooted, social justice context.
- Experience leading social media.
- Excellent writer and communicator
- Strong attention to detail
- Excellent organizational skills
- Strong multi-tasking skills
- A background in marketing
- Excellent decision-making skills
- Project management and administrative experience
- Ability to work in an environment where quick project pivots occur.

- Robust copywriting and editing skills.
- Strong knowledge of graphic design, digital media, videography/photography, and editing skills
- Extensive knowledge of social and digital platforms, Google analytics, and search engine optimization
- Experience in website design and development
- Effective problem analysis and resolution skills
- Ability to be flexible, organize, manage time and set/shift priorities while meeting deadlines.
- Ability to develop, plan, and implement ministry short- and long-range goals, as well as interpret, adapt, and apply guidelines and procedures.

Required Education and Experience

- Bachelor's degree - preferable in communications or marketing
- Minimum 10 years' experience
- Minimum 3 years' experience leading and managing a team.

Position Type\Expected Hours of Work

This is a full-time position. The work schedule is Sunday through Thursday, 9:00 am to 5:00 pm but will require flexibility in terms of days based on the week-to-week communication needs of the Church.

Apply at EMAIL: careers@ebenezeratl.org