

Ministry Title: Communications and Outreach Director

Department: Adult Ministry

Location: Bachelor Creek Church of Christ

Reports to: Lead Minister

Classification: Full-time

Job Description and Responsibilities:

PURPOSE:

The Communications and Outreach Director is responsible for setting the direction as well as the strategic implementation of all internal and external communications to consistently articulate, enable and fulfill Bachelor Creek's mission and vision. This includes any print, video, and online elements of communication. Along with this is assessing the needs of the Wabash community and providing opportunities by which BCCC members can engage the community through outreach initiatives. Jesus commanded his church to "Go" and this position will help BCCC go beyond our walls and bless our local and global community.

COMPETENCIES & EXPECTATIONS:

- A love for Jesus and others
- Be a positive and Christ-like presence in our church and community
- To fully embrace the vision, mission, and core values of Bachelor Creek
- Proven competency in administration in areas of responsibility
- A reliable, trustworthy, self-starter with excellent follow through on details
- Innovative, creative, adaptive and flexible
- Possess appropriate judgment, discretion, sensitivity, and confidentiality
- A spirit of collaboration and cooperation with a team
- Strong interpersonal skills, outgoing with the ability/desire to engage in healthy, motivating relationships with supervisors, coworkers and volunteers
- Work Cooperatively with all staff in all communication efforts
- Ability to develop and effectively communicate and execute a plan of action for your area of responsibility
- Proven ability to achieve results

ESSENTIAL JOB FUNCTIONS:

Communications and Promotions

- Promote BCCC (and ultimately Jesus) by creating a visible and positive presence of BCCC in the community
- Create and implement communications strategies in coordination with ministry leaders to market and promote sermon series, major events and other campaigns and programs
- Oversee all written materials, digital materials and the monthly news letter
- Record and edit video stories for use on Sunday mornings and other venues as required
- Create, prioritize, organize and communicate promotional items related to BCCC
- Other duties as assigned

Social Media

- Create and manage an ongoing and effective social media presence for BCCC

Website, App and Database

- Responsible for the maintenance of a current, effective and easy to navigate website and app
- Maintain content with current and new information such as links to articles, stories, events and postings
- Lead live streaming efforts for our church

Brand Management

- Insure that BCCC brand is fresh, current and appropriate
- Oversee the use of logos, images and signage that represent BCCC
- Monitor the look, vibe and feel of all promotional materials representing BCCC
- Lead effort to design and create all art and promotional materials related to church-wide activities with a high standard of creativity, excellence and effectiveness

Volunteer teams

- Develop volunteers and volunteer teams as necessary to accomplish communication and outreach goals

Outreach

- Provide opportunities for BCCC members to engage and bless the community
- Coordinate and oversee all special events for BCCC (includes church-wide events and potential community outreach events)
- Serve as staff missions team representative

Other

- Develop and effectively manage an annual budget and development goals
- Other duties as assigned

EDUCATION & EXPERIENCE:

- College level degree or other qualifying experience in Marketing, Communications, Digital Communication Platforms Development or Ministry degree with a proven proficiency in media (social, graphic, video, print)
- Minimum 3 years experience in an environment conducive to success in this role
- Experience in Adobe suite software or other design software required
- Experience in church outreach initiatives preferred

RELATIONSHIPS:

- Reports to Lead Minister
- Supervises and directs all volunteers in given ministry
- Works closely with all areas of ministries within Bachelor Creek Church of Christ so that we ALL succeed