

CORNERSTONE MISSIONARY BAPTIST CHURCH

Communications Coordinator

Position Summary:

To provide, develop, and support a comprehensive communications plan to promote Cornerstone Missionary Baptist Church (CMBC) and its ministries. The position coordinates marketing, public relations, social media strategy, web presence, and other communication strategies for church as a means of achieving our mission.

FLSA status: Exempt

Supervision Received and Exercised: Receives direct supervision from the Church Administrator and provides functional and technical direction to assigned staff as needed.

Duties & Responsibilities

Marketing and public relations:

- Establishes a comprehensive communications program that will enhance the visibility and desired image of the church.
- Collaborates closely with vendors to obtain and develop desired products; marketing products to church disciples, other faith-based organizations, and the public.
- Develops and/or supervises the preparation and distribution of news releases to secular, denominational, and interfaith media to promote events and activities of the church.
- Conceptualizes and executes comprehensive communication plans for programs and events using a variety of tools, to include media relations, printed materials, videos, social media, and other online resources.
- Designs all CMBC print and electronic materials such as letterhead, logo, and brochures and directs its use.
- Reviews page designs and features of the website to ensure they are accurate, consistent, interactive, user friendly, visually appealing, and reflect a positive image of the church.
- Engages discipleship and the community via social media.

Media:

- Recruits, trains, schedules, and coordinates media teams to provide audio, video, and broadcast support as needed for worship services and other events as required.

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- Determines and facilitates communications with secular media and responds appropriately to requests.
- Trains and assists with the development and coordination of the audio/video ministry and TV/web-broadcasts.
- Facilitates media productions and development of communications resources as needed.
- Creates graphics for ministry events, sermon series, website design, and outreach efforts.
- Develops an annual budget for equipment purchases and maintenance of existing equipment and purchases media-related equipment as required.
- Takes photographs at church events and combines photos with communications as appropriate.

Volunteer oversight:

- Supervises communications volunteer staff.
- Recruits volunteers for development.
- Performs other essential functions as assigned.

Minimum Qualifications:

Education:

A Bachelor's degree from an accredited college or university with major course work in marketing, public relations, communications, or related field is preferred.

Experience:

Three years of professional-level experience in the areas of pastoral support, marketing, communications, public relations, or related field. Direct experience with communication technology in a modern worship production environment is preferred.

OR

Associate degree with major course work in marketing, public relations, communications, or related field and five years of professional level experience in related field.

Licenses/Certifications:

Must possess and maintain a valid North Carolina driver's license.

Required Knowledge, Skills, and Abilities:

Knowledge of:

- Church-based communications.

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- Current computer applications and software for church office and media.
- Major social media channels.
- Audio-visual equipment and its uses.

Skilled in:

- Using a variety of computer software and hardware and emerging media technologies.

Ability to:

- Maintain a courteous, Christian attitude in dealing with discipleship and the public.
- Stay abreast with the latest technology and its functions.
- Perform a broad range of supervisory responsibilities over others while maintaining professionalism.
- Communicate orally and in written forms.
- Produce written documents with clear organized thoughts using standard grammar.
- Work cooperatively with others.

Physical Demands:

While performing the duties of the position, the employee is frequently required to stand, walk, sit, reach with hands and arms, stoop, kneel, crouch, or crawl.

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