

Communications Director

Organization / Location	<i>Trinity Baptist Church, Raleigh NC</i>
Position Category	<i>Administrator</i>
Immediate Supervisor	<i>Minister of Administration</i>
Hours	<i>Full Time</i>
Positions Supervised	<i>None</i>
Status	<i>Non-exempt</i>

Communications Director

The Communications Director is responsible for providing vision and ensuring execution of all external communication and internal promotions for Trinity Baptist Church. This person will create and guide the strategy for all communications, promotions, and public-facing messaging to articulate Trinity's mission. This person will collaborate and educate the ministers and the ministry support staff to implement best communication practices throughout the church.

Primary Responsibilities

1. Develop, implement and evaluate all communication plans across Trinity Baptist's various ministries with ministerial staff and ministry support staff to reach all generations.
2. Execute an overall communications strategy through the church's primary website (tbcraleigh.com) and the Recreation Outreach Center's website (roccraleigh.com) in partnership with the contracted web developer. Ensure all content is up-to-date.
3. Lead the creation of social media content that leads to measurable growth in engagement in Trinity's mission and vision. Develop an overall plan for the church's social media presence.
4. Design, develop, print and distribute the biweekly newsletter *Trinity Times* and the weekly announcements, *This Week at Trinity*.
5. Design all promotional materials, including graphic design, in partnership with the ministry support staff.
6. Collaborate with the Minister of Music and Worship to develop weekly Worship slides for 8:45am and 10:55am worship services, weekly worship bulletin for both service. Perform other task for Minister of Music and Worship as needed.
7. Collaborate with Minister of Students to develop Student articles for the Church Newsletter, Quarterly Student Newsletter, and graphics as needed. Develop worship slides for student worship weekly (Northbound). Perform other task for Minister of Students as needed.

Additional Responsibilities

1. Work in partnership with the ministry support staff to provide office support, including answering phones and greeting members and guests in the office when needed.
2. Attend all staff meetings and other planning meetings as requested.
3. Work in partnership with the publicity committee.
4. Endeavor to cooperate with and assist other members of the ministerial/support staff and project a helpful attitude in dealing with requests or inquiries from church members or the community.
5. Perform other duties as needed and/or requested.

Education and Experience Requirements

- College Graduate with degree in communications or Marketing or comparable work experience
- At least 3-5 years of experience in areas of communications or marketing preferred

Knowledge, Skills, and Ability Requirements

- Strong computer skills
- Excellent writing/editing and verbal communication skills
- Experience with graphic design and page layout required
- Highly proficient with Adobe Suite required
- Experience with Apple computer system preferred
- Experience with Google Suite preferred
- Willingness to work in the open office setting (work in office required)

Special Requirements / Personal Qualifications

- Relationship builder with the flexibility and finesse to guide others in areas of social media and graphic design
- Highly collaborative style; experience developing and implementing communications strategies
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Sincere commitment to work collaboratively with all constituent groups, including staff, church members, volunteers, and outside vendors
- Self-starter, able to work independently, and entrepreneurial; manages time well, enjoys creating and implementing new initiatives

Date Approved by Personnel Committee:

January 2024