

## **DIRECTOR OF COMMUNICATIONS**

---

Forest Hills Baptist Church is looking to hire a Communications Director who will be responsible for developing and executing creative integrated communication strategies for the church as a whole as well as its individual ministries (Children's Ministry, Prayer Ministry, etc.). This means the coordination of seamless branding and messaging across all communication mediums including websites, social media, print, email, video, graphic design, apps, signage, announcements, etc. — all while maintaining the “big picture” of the church's varied ministries and activities.

This is a proactive role that works with every ministry and department at FHBC and serves as the person people look to for communication planning and execution. The Communications Director embraces the burden of maintaining the brand of the church as well as keeping the team that carries out communication healthy and effective.

### **GUIDING PRINCIPLES**

- Work to pinpoint congregational needs and provide next steps to meet them
- Ensure a positive experience at every touchpoint: online, print, and in-person
- Remove barriers and distractions — eliminate information overload

### **REQUIREMENTS**

- Bachelor's degree in Communications, Marketing, or a related field
- 3+ years of work experience (some church or denominational experience preferred)
- Proficiency in Adobe Creative Suite
- Gifted at communicating clearly + effectively
- Must be forward-thinking, solutions-oriented, and self-motivated
- Have a personal and growing relationship with Jesus Christ
- Must agree with / support FHBC's statement of faith and embrace our vision, mission, and philosophy of ministry

### **RESPONSIBILITIES**

#### Design & Brand Management

- Design and execute communication strategy and branding
- Develop “the voice” of FHBC through its general communications
- Ensure consistency in messaging and visuals throughout the church, including any design carried out by other ministry departments
- Manage workflow and priorities for graphic design and production
- Strategize, develop, and deploy new ministries in concert with our “master” brand
- Unify / integrate existing print + electronic publications in visual style and content

## Web & Social Media

- Expand FHBC's online presence integrating web, mobile, and social media apps
- Evaluate and track engagement on all communication channels
- Creatively build followings on various social media outlets
- Manage ongoing social media interaction and messaging
- Design marketing and advertising initiatives directed at our local community leveraging web and social media applications

## General Communications

- Partner with pastors and directors of all ministries in developing custom communication strategies
- Determine most effective communication strategies with concern for return on investment
- Manage copywriting, content development, and editing for all church communications including bulletin, website pages, social media, brochures, emails, videos, etc.

## Worship Service Communications

- Work closely with the Music & Worship Ministry in supporting the worship services through stories (video) and graphics as related to series branding and ministry promotion
- Participate in creative planning sessions in developing message series themes, supporting graphics, video, stage design, signage, and other custom elements
- Create communication strategies to market, inform, and promote message series and other larger ministry programs and events

## Video Production

- Work with dedicated video production staff
- Develop creative process, directing, recruiting, producing, and distributing custom videos
- Head up story development, storyboarding, scripting, and coordinating field shoots
- Assist ministers and ministries in various video projects as requested

---

Learn more about Forest Hills Baptist Church at [www.fhbc.org](http://www.fhbc.org).

Interested candidates should email a cover letter, resume, and a digital portfolio of work / work samples — videos, PDFs, etc. — to Jake Day, Associate Pastor of Administration, at [jake.day@fhbc.org](mailto:jake.day@fhbc.org).