

Position Title: Communications Manager

Reports to: Executive Director

Classification: Full-time or Contractor

FBCLG is an intergenerational community that is growing and moving boldly into its future. We are rooted in tradition, growing in innovation and transforming lives as we meet the needs of God's people in real-time.

The vision for First Baptist Church of Lincoln Gardens is based on the following guiding principles:

- We are all born in the image and likeness of God and God is internal to us. Therefore, we should hunger and strive to move deeper into a life of the divine.
- Without abandoning our rich past, new approaches are required to attain the higher level God has for us.
- We want disciples to go beyond the limits of merely practicing religion and move toward a radical relationship with our Redeemer.
- Operating in sound theology and honoring biblical traditions, our ministries will span the gamut of the needs of God's people with the intention of helping disciples live in their divinity.
- From conversations among single Christians to marriage ministry retreats to youth explosions, God has called FBCLG to innovate. That means we are an intergenerational community that is growing and moving boldly into its future and transforming lives as we meet the needs of God's people in real-time.

Position Summary: The Communications Manager's primary responsibility is to develop and oversee coordinated communication strategies for both internal and external audiences across multiple media platforms.

Job Responsibilities include but are not limited to:

- Establish and drive a multi-channel communications strategy (publications, social media, email, press releases, etc.).
- Prepare, coordinate and manage all communications materials.
- Assist with the development of the brand voice and maintain brand integrity across all platforms.
- Manage media relations and maintain contacts with media members, supporters, partners and community leaders (e.g. news, press releases, etc.).
- Lead, train, and recruit team of communications, marketing and design professionals and volunteer.
- Guide, collaborate / work cross-functionally in the creation of digital, video, audio and all visual / creative content.

Rev. Danté R. Quick, Ph.D., Senior Pastor

Winston Kirton, Chair of Trustees | Lawrence Hibbert & Cynthia Gipson-Lee, Diaconate Chairs | Leon Largie, Executive Director

- Track and assess engagement and performance across all platforms. Recommend and implement changes based on data-driven metrics.
- Act as communications liaison for ministry leaders, church leadership and staff managers.
- Track and evaluate expenditures and recommend budget items.

Qualifications / Skills:

- Knowledgeable of graphic design, layout, and publishing
- Working knowledge of content management systems, HTML coding and digital graphics production
- Demonstrated knowledge and proficiency with social media platforms, social media marketing and email marketing
- Experience with search engine marketing, Google Analytics and Google AdWords
- Excellent written and verbal communication and presentation skills
- Impeccable copywriting and copy-editing abilities
- Strong leadership track record achieving results through people
- Ability to think on your feet to create resolution, multi-task and prioritize assignments
- Team player able to work independently in a performance-driven, fast-paced environment
- Extremely organized and able to manage time effectively, take initiative, manage and adjust priorities

Education and Experience Requirements:

- Bachelor's Degree in communications, marketing or a related discipline
- Five (5) or more years of communications, marketing or public relations or related experience
- Experience managing staff effectively
- Experience managing digital content
- Adept at managing media relations; established media relations a plus

Proficiency with:

WordPress, Photoshop, InDesign, Adobe Creative Cloud, Constant Contact, Google Analytics, Asana, Microsoft Office Suite, Google Suite

Working Conditions: The schedule includes Sundays and onsite hours during the week. Hours will vary based on programs and events. Incumbent has the ability to flex hours with approval from the Executive Director within the 40-hour work week; 10% travel (domestic and international).

We offer a comprehensive benefits package that includes medical, dental, and vision coverage; retirement benefits; paid time off, and work/life benefits.

NOTE: THE PURPOSE OF THE ABOVE JOB DESCRIPTION IS TO PROVIDE POTENTIAL CANDIDATES WITH A GENERAL OVERVIEW OF THE ROLE. IT IS NOT AN ALL-INCLUSIVE LIST OF THE DUTIES, RESPONSIBILITIES, SKILLS, AND QUALIFICATIONS REQUIRED FOR THE JOB. YOU MAY BE ASKED BY YOUR SUPERVISORS OR MANAGERS TO PERFORM OTHER DUTIES. YOU WILL BE EVALUATED IN PART BASED UPON YOUR PERFORMANCE OF THE TASKS LISTED IN THIS JOB DESCRIPTION. THE EMPLOYER HAS THE RIGHT TO REVISE THIS JOB DESCRIPTION AT ANY TIME. THIS JOB DESCRIPTION IS NOT A CONTRACT FOR EMPLOYMENT, AND EITHER YOU OR THE EMPLOYER MAY TERMINATE EMPLOYMENT AT ANY TIME, FOR ANY REASON.