

COMMUNICATIONS DIRECTOR
Pullen Memorial Baptist Church

Function: The Communications Director is responsible for managing the communications of Pullen Memorial Baptist Church, including print materials, emails, website, livestreaming, and social and digital media. The position shall also be the first point of contact for staff on all technology support issues.

Essential Job Functions:

Publications

- Manage PMBC branding/logo
- Design, produce, and print church publications (worship bulletins, brochures, etc.)
- Mail publications to those homebound or to those who request a hard copy

Digital Communications

- Manage and update PMBC website
- Design and transmit weekly emails, monthly newsletters, brochures, flyers, and other digital materials

Social Media

- Manage all aspects of digital-media assets, software, and platforms (e.g., Facebook, Instagram, Twitter, and You Tube)
- Post only to official church accounts
- Moderate all user-generated content online to ensure appropriateness and relevance of content

Technical Support

- Troubleshoot and act as first point of contact for staff regarding technology issues
- Act as point of contact for managed IT provider to troubleshoot hardware, software, and network issues, and monitor security of all technology
- Work with managed IT provider to oversee the procurement, installation, and life cycle of technology
- Develop and implement technology policies and procedures

Audiovisual Lead

- Ensure that all AV needs are met for Sunday worship and other church events
- Ensure that Sunday worship services and other church events are livestreamed, recorded, and posted
- Manage AV/livestream volunteers and oversee training of volunteers
- Keep AV equipment in proper working order
- Keep all software licensing and subscriptions up to date
- Record, edit, and produce videos and announcements to be posted online

Other

- Act as staff liaison to the technology committee
- Cultivate, lead, and manage volunteers to help implement communications strategy
- Maintain Communications and Technology Procedure Manual
- Maintain photography and image portfolio
- Attend weekly staff meetings and staff events
- Meet weekly with Church Administrator

- Perform duties as assigned by the Pastor or Church Administrator

Relationships: Is directly supervised by the Church Administrator. Works cooperatively with all staff.

Qualifications:

- Degree in communications, media, IT, or related field preferred, or a minimum of 2 years' experience in communications/IT
- Proven ability to take projects from beginning to end
- Organized, creative thinker who is committed to improvement and open to suggestions
- Strong writing, editing, proofreading, layout, and design skills
- Platform/program proficiencies: WordPress, Microsoft Publisher, Constant Contact, Google tools, G-suite, (Google Workspace), Vimeo, or other web graphics app, Facebook, Twitter, Instagram
- Ability to work independently and productively with minimal supervision
- Ability to establish and maintain effective working relationships

Selection: Persons in authorized nonelected positions shall be employed by the Personnel Committee upon recommendation of the Pastor after consultation with the relevant supervisor.

5/11/2021 (initial job description for Communications Director)

6/9/2021 (updated with punctuation, grammar, verb tense, etc.)

1/21/2024 (clarified use of volunteers for AV and livestream)