

FBC MINISTRY JOB DESCRIPTION

Whatever you do, work heartily, as for the Lord and not for men, knowing that from the Lord you will receive the inheritance as your reward. You are serving the Lord Christ. (Col. 3:23-24 ESV)

Title: Communications Director

Ministry: Worship/Production Ministry

Department: Worship/Production

Job Classification, Status, and Category: TBD, Exempt

Date: January 6, 2025

Purpose / Position Overview:

The Communications Director oversees all communication aspects of FBC, striving to tell the story of Jesus' activity within our church family in a way that engages the community and inspires our church to love God and love people in Jesus' name.

Qualifications and Character / Spiritual Requirements

1. Affirmed and approved by the church (FBC) as a recognized member and leader of the church body.
2. Willingly submits to the FBC Membership Commitment and all other commitments as taught in the Next Steps class.
3. Meets character/spiritual qualifications of a Spirit-empowered, Gospel-centered, relationally-invested church leader.
 - Above reproach (I Tim. 3:2; Titus 1:7)
 - Demonstrates godly character (Tim. 3:2-3, 8; Titus 1:6-8)
 - Knows how to lead and how to follow (Titus 1:6)
 - Ministers to his/her family (I Tim. 3:4; Titus 1:6)
 - Good reputation with outsiders/non-believers (I Tim. 3:7)
 - Full of the Spirit and wisdom (Acts 6:3)

General Responsibilities

1. Collaborate with the Lead Teaching Pastor and Worship/Production Team to identify priorities and determine direction for communications efforts based on the church's yearly calendar, goals, and initiatives.
2. Lead in social media and web presence strategy development and implementation and assist with producing digital content.
3. Collaborate across various ministry areas to create communications plans, produce communications materials and content and support event promotion and other needs.
4. Identify and capture compelling personal stories from within the church and integrate the communication of these stories in the various ministry environments and platforms of FBC.
5. Create a strategy for the timing and nature of information to be communicated and share the strategy with staff.
6. Ensure high-quality and high-impact communications are created for internal and external audiences.
7. Recruit, train, lead, and develop a team of volunteers to help implement communications strategies.
8. Provide innovative consultations on the best communications practices.

Team Responsibilities

1. To the Lead Teaching Pastor (direct report)
2. Assist with implementing and accomplishing the church's mission and vision.
3. Meet regularly to discuss progress and performance with general responsibilities.
4. Meet regularly to connect and understand preaching schedule and individual sermon themes in order to broadcast across all channels leading in and out of the weekend services.
5. Work closely with Production Team and AV/IT Director to create and implement a cohesive communications strategy.
6. Monitor web and social media and keep Production Team apprised with response plan in case of potentially damaging interactions.
7. Maintain communications budget and record proper expenditures as a good steward.
8. Organize announcements and communication elements for weekend services.
9. Oversee and confirm that ministry requests are being received, responded to, and delivered in a professional and timely manner.
10. Pray for team members.

11. Remain accessible to the organization to strategize and provide feedback on their communication efforts.
12. Coordinate with AV/IT Department and ensure a healthy and close working relationship, providing vision and strategy in a way that respects the IT for implementation.
13. To the FBC Family
 1. Live in a way that brings glory to Jesus and represents the work he is doing here by being an example of the FBC Membership Covenant.
 2. Be an accessible presence both in social and digital spaces as well as at church during the weekend services.
 3. Understand, embrace, and effectively communicate FBC's mission, vision, values, goals, and philosophy of ministry.
 4. Embrace FBC Eugene as personal church family.

Typical Responsibilities

1. Daily
 1. Oversee the digital content coordinator's efforts and contributions.
 2. Monitor and manage requests to promo@fbceugene.com (lobby tables, pre-service slides, email communication, social media, etc.)
 3. Monitor graphics contractor's management of requests to website@fbceugene.com
 4. Monitor and respond to livestream@fbceugene.com
2. Sundays
 1. Create, print and distribute the bulletin
 2. Create and monitor the Pre-Service Screens
 3. Create and monitor the Foyer Screens
3. Weekly
 1. Forecast upcoming Sundays announcements
 2. Plan upcoming testimonies
 3. Create and post the E-blast.
 4. Meet with AV/IT Director to discuss progress towards goals and priorities
4. Monthly
 1. Look ahead at the next 2 months of ministry testimonies and coordinate with those ministries
 2. Forecast upcoming events and actives that will need promotion.

3. Forecast upcoming sermon series and work with graphics assistant to develop original artwork for sermon series as well as for Christmas and Easter promotional materials.
5. Seasonal
 1. Easter Promotion
 2. Summerfest Promotion
 3. Fall Family Carnival Promotion
 4. Christmas Promotion

Any Additional Ministry Responsibilities and/or Special Assignments

1. Additional duties as requested by the Lead Teaching Pastor

Special Knowledge, Skills, Gifting Required

1. A big-picture planner
2. Able to exercise discernment and wise judgment
3. Strong attention to detail and an eye for excellence
4. Possess creative problem-solving abilities and strong administrative skills
5. Able to think strategically to capture the vision of ministry leaders when developing communications
6. Able to lead, manage, and serve a diverse array of people.
7. Able to balance specific ministry needs with global church priorities
8. Able to recruit, equip and train others.
9. Able to manage projects with teams, designers, and vendors.
10. Able to understand core graphic design and layout principles.
11. Able to administer web networks.
12. Able to stay in tune with culture and the heartbeat of FBC
13. Able to inspire and provide enthusiasm to a core team
14. Able to delegate
15. Able to guard confidence and create a timely distribution of information.
16. Able to think critically and explore beyond the norm.
17. Able to prioritize workload, meet deadlines, manage projects, and delegate responsibilities simultaneously.
18. Able to be flexible and servant-oriented
19. Able to be relational and missional.
20. Heart and commitment to grow in the grace and knowledge of Christ

Education/Experience/Preferred and/or Required

** Required – at least two years of professional experience in Public Relations or Communications

Preferred – B.A. in Public Relations or Communications

Preferred – competent in cross-cultural communications
Preferred – bi-lingual (Spanish)

Terms of Employment

1. Agrees to abide by all policies and procedures as outlined in the FBC Personnel Policy Manual (including membership at FBC).
2. The hours of this position are as follows: Full-time
3. Typical work week is Sundays through Thursdays.

Directly Reports to

The Communications Director reports directly to the Lead Teaching Pastor.

_____ Date: _____
FBC Lead Teaching Pastor

_____ Date: _____
Employee Acceptance Signature

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as assigned or negotiated to meet the ongoing needs of the organization. From time to time this job description may be modified, changed, added to, or reduced.