

First United Methodist Church of Baton Rouge Communications Strategist

Reports to: Senior Executive Director
Status: Full Time
FSLA Exempt
Directly Supervises: Creative Arts Director

JOB SUMMARY

The Communications Strategist provides dynamic leadership for the ministries of FUMC. This position will unify and align communications across all departments of FUMC. The strategist will create and implement a communication strategy for the church where each ministry area will align to the overall strategy. This person plays a major role in the strategy of the church “to go and find” by ensuring high-quality and highest impact communications are created for both internal and external audiences as they grow in LOVE³.

RESPONSIBILITIES AND DUTIES

The day-to-day leadership functions will include managing a portfolio of communication projects, defining priorities, and working as a part of FUMC Executive team. The Communications Strategist will be expected to perform the organization’s communication functions at a very high level. These functions include but not limited to:

- **Communications Strategy:** Responsible for designing a communication plan reaching 6-12 months in advance. Manages the organization of the communication plan across the multiple ministries of FUMC.
- **Brand Marketing:** Responsible for developing FUMC’s brand, promotion of ministry accomplishments, life change stories, staff profiles, internal communications, and FUMC’s impact in the community.
- **Digital Communications:** Responsible for online communication functions such as e-news, online fundraising, and branding across all ministries.
- **Broadcast Media:** Oversee the TV/Radio Ministry of FUMC. Develop a plan to integrate TV/Radio into the communication strategy of FUMC.
- **Media Relations/Press:** Oversee and coordination of traditional media management, outreach, publication, press releases, use of free media.
- **Original content:** Lead the development of public-facing original content creation and public engagement campaigns, with an emphasis on videography, kingdom stories, and creation of regular audio/visual engagement.

- **Marketing Materials:** Supervise the development and update of FUMC marketing and advertising materials.
- **Web/Social Media:** Manage content on FUMC's social media platforms and website.
- **Devotion:** Work with Senior Pastor and leadership team to design, publish and disseminate regular devotionals, inspirational, and publications for all audiences
- **Volunteer Development:** Cultivate, lead and manage a team of communications ministry volunteers (writers, photographers, designers, etc.).

OTHER EXPECTATIONS

- Perform Administrative Duties as necessary.
- Be a full participant in the life of First United Methodist Church.
- Be present at staff meetings, Church Council meetings, and other mandatory staff events.
- Work Sundays, Christmas Eve, Holy Week and other special days.

MINIMUM QUALIFICATIONS

- **Education:** Bachelor's Degree in Communications or equivalent.
- **Experience:** 5 years of communication experience.
- **Relational:** Highly relational, personable, gracious, friendly, humble, encouraging and approachable.
- **Computer proficiency:** Must be extremely comfortable working with computers. Ability to take on basic design work. Knows or can quickly learn and direct basic design principles utilizing software such as Adobe Photoshop and InDesign.
- **Writing:** Adapt written text to match the medium through which it is being communicated. Communicate clearly and effectively using the written word. Strong writing, editing and proofreading skills. This individual serves as the "eyes" for all things print and electronic, looking for clear communication, brand presence and consistency.
- **Faith:** Personal Commitment to Christ and the Church.

Key Clifton StrengthsFinder® Themes:

- **Communication:** People exceptionally talented in the Communication theme generally find it easy to put their thoughts into words. They are good conversationalists and presenters.
- **Input:** People exceptionally talented in the Input theme have a need to collect and archive. They may accumulate information, ideas, artifacts or even relationships.
- **Strategic:** People exceptionally talented in the Strategic theme create alternative ways to proceed. Faced with any given scenario, they can quickly spot the relevant patterns and issues.

- **Adaptability:** People exceptionally talented in the Adaptability theme prefer to go with the flow. They tend to be “now” people who take things as they come and discover the future one day at a time.
- **Positivity:** People exceptionally talented in the Positivity theme have contagious enthusiasm. They are upbeat and can get others excited about what they are going to do.

SALARY AND BENEFITS

Salary: Commensurate with experience

Benefits: Two weeks’ vacation, health insurance stipend, 403b Retirement Plan. In addition, a group plan to purchase dental insurance, vision insurance, and AFLAC is offered.

ORGANIZATIONAL COMPETENCIES:

Mission Ownership: Demonstrates understanding and full support of the mission, vision, values and beliefs of the congregation; can demonstrate those values to others; consistently behaves in a manner congruent with the mission, vision, values and beliefs.

Spiritual Maturity: Shows strong personal depth and spiritual grounding; demonstrates integrity by walking the talk, and by responding with constancy of purpose; is seen by others as trustworthy and authentic; nurtures a rich spiritual life; seeks the wisdom and guidance of appropriate mentors; is able to articulate a clear and consistent theology.

Team Orientation: demonstrates interest, skill and success in team environments; promotes group goals ahead of personal agendas; steps up to offer self as a resource to other members of the team; understands and supports the importance of teamwork; shares credit for success with others, takes responsibility for his or her part in team failures.

Creativity and Innovation: Generates new ideas; makes new connections among existing ideas to create fresh approaches; takes acceptable risks in pursuit of innovation; learns from mistakes; has good judgment about which creative ideas and suggestions will work.

Ethics and Values: Honors the core values and beliefs of the organization in his/her choice of behaviors; consistently embodies appropriate behavioral choices in both stressful and non-stressful situations; practices the behaviors he/she advocates to others.

Personal Resilience: Can effectively cope with change and uncertainty; can shift gears comfortably; can decide and act without having the total picture; isn’t upset when things are up in the air; can comfortably handle risk and uncertainty; is flexible.

Initiative: Enjoys working hard; is action oriented and energetic about worthwhile activities; not fearful of taking calculated risks; seizes opportunities; sets demanding but achievable objectives for self and others.

CORE COMPETENCIES

Attention to Detail: Consistently attends to the many small pieces which must be assembled into an organized whole; follows up on missing or out of balance items; resolves unanswered questions needed to address a problem; keeps the larger picture in mind while tending to the smallest of details.

Technical Expertise: Acquires and demonstrates the technical skills required to proficiently execute the essential functions of the job; understands which skills are lacking and seeks to develop those skills; continually works toward the mastery of technical proficiency.

Written Communication: Is able to write clearly and succinctly; employs correct grammar, punctuation and patterns of speech; clearly delivers message in a tone appropriate to the context.

Project Management: Identifies the key objectives and scope of a proposed project; garners needed resources and project support, develops a realistic and thorough plan for achieving key objectives, keeps team members briefed on progress, implements action plans, communicates progress to sponsors, identifies and resolves barriers and problems

Process Management: Good at figuring out the processes necessary to get things done; knows how to organize people and activities; understands how to separate and combine tasks into efficient workflow; knows what to measure and how to measure it; can see opportunities for synergy and integration; can simplify complex processes and create policy for repetitive processes.

Evangelism/Witness: Stands ready to communicate and spread a message of good news, based upon the congregation's mission; articulates the message for members of the congregation, encouraging them to become evangelists and witnesses as well; supports a culture of evangelism, witness and ministry growth outside the walls of the congregation.