

CANADIAN BAPTISTS OF ATLANTIC CANADA Ministry Opening

CHURCH / MINISTRY ORGANIZATION

First Baptist Church, Moncton
157 Queen Street
Moncton, New Brunswick
E1C 1K9
<https://www.firstmoncton.com/>

AVERAGE SUNDAY ATTENDANCE

200 or above

PARSONAGE

A parsonage is available.

POSITION DESCRIPTION

CLOSING DATE

Flexible: open for applications until the position is filled

SEND RESUME / CV TO

info@firstmoncton.com

PART TIME NON-PASTORAL POSITION

**Communications Team Lead
Coordinator**

REQUESTED CREDENTIALS

Open to other credentials

COMMUNICATIONS TEAM LEAD COORDINATOR

HOURS:Part-time (15 hours/week) support position.

REPORTS TO:

Executive Ministries Director

GENERAL SUMMARY OF POSITION:

The Communications Team Lead Coordinator is responsible for developing and executing the church's communication strategy to enhance community engagement, promote church events, and share the church's message effectively across various platforms.

PRIMARY RESPONSIBILITIES:

1. Communication Strategy and Planning

- Develop and execute a comprehensive communications plan aligned with the church's mission and goals.
- Create and manage content calendars to ensure timely and coordinated communication across all platforms.
- Analyze the effectiveness of communication strategies and adjust as necessary.

2. Content Creation and Management

- Produce high-quality written, visual, and multimedia content for bulletins, newsletters, websites, and social media platforms.
- Evaluate indoor/outdoor signage and make recommendations for changes/additions.
- Oversee the design and distribution of marketing materials, including brochures, flyers, and banners.
- Write clear, engaging copy for sermons, announcements, press releases, and other materials as needed.

3. Digital Media Management

- Manage and update the church website with relevant and timely information.
- Oversee all social media accounts, ensuring regular and strategic posting.
- Monitor online engagement and respond to comments, messages, and inquiries.

4. Event Promotion

- Collaborate with ministry leaders to promote church events, services, and initiatives.
- Design and execute targeted communication campaigns to maximize event participation.

5. Brand Management

- Maintain consistency in messaging, tone, and visual identity across all church communication channels.
- Ensure all materials align with the church's brand guidelines (to be developed).

6. Volunteer and Team Coordination

- Recruit, train, and manage communication volunteers, such as photographers, writers, and social media contributors.
- Work closely with staff and ministry leaders to gather input and communicate their needs effectively.

7. Community Outreach

- Build relationships with local media outlets and coordinate press coverage for church events.
- Explore new ways to reach and engage with the community through creative communication methods.

QUALIFICATIONS:

- Bachelor's degree in Communications, Marketing, Public Relations, or a related field (or equivalent experience) a definite asset.
- Proven experience in a communications or marketing role, preferably within a church or nonprofit setting.
- Proficiency in digital marketing, graphic design tools (e.g., Canva, Adobe Creative Suite), and content management systems (e.g., WordPress).

KEY SKILLS AND COMPETENCIES:

- Strong written and verbal communication skills, with a keen eye for detail.
- Familiarity with social media platforms and analytics tools.
- Ability to manage multiple projects simultaneously and meet deadlines.
- Ability to develop and work collaboratively in a team environment.
- Understanding of and alignment with the church's mission, values, and theology.
- Passion for the church's mission and community outreach.
- A commitment to maintaining confidentiality and professionalism.

FINANCIAL RESPONSIBILITIES:

Working in a church environment requires working within budget frameworks. The incumbent will work within the approved budget in areas of oversight. This budget monitoring is required to ensure that over expenditures do not occur in the incumbent's areas of responsibility.

SECURITY CLEARANCE:

All staff are required to provide a current security clearance and to have a clear record.

SALARY:

The salary is negotiable based on education and demonstrated skills and experience.

SUPERVISOR'S STATEMENT:

This document accurately describes the duties and responsibilities of the Communications Team Lead Coordinator. Objectives and anticipated results may change as church priorities and program emphases adjust to needs and requirements.

PROBATIONARY PERIOD:

The first six (6) consecutive months of the employee's employment under this agreement are agreed to constitute a period of probation during which time First Baptist shall have the opportunity to assess the suitability of the employee's performance and conduct formal and/or informal reviews. At any time during the probationary period, First Baptist may terminate the employee's employment on the grounds of unsuitability, without providing any working notice or payment in lieu thereof.

This is a 3-year contract position with the possibility for renewal based on agreement of both parties involved.