



Job title: Communications Manager

Overview: The CBAC Communications Manager ensures the effective communication of the CBAC's vision, mission, resources, events, and opportunities to the CBAC family and beyond. The CBAC Communications Manager implements strategic communication plans over various platforms, to further our connectedness, ministry, and work together.

Responsibilities:

Website Updates and Maintenance

- Events, news items, page updates, etc. for various CBAC websites (e.g. CBAC, New Congregations, Youth and Family, etc.)
- User accounts for pastoral leaders, clerks, and search committee chairs
- Web online and print directory management
- WordPress web management

Social Media

- Coordinate with all departments regarding social media posts
- Post, engage, and monitor communication on CBAC social media accounts
- Coordination of the annual Sunday Prayer Link

Video Production

- Pre-production (discussion, scripting, travel planning, etc.)
- Filming
- Editing and revisions
- Publishing
- Oversee YouTube and Vimeo channels

Print and Email Communication

- Owner and Director for the monthly email newsletter and other email mass communication from CBAC
- Owner and Director for, *The Neighbourhood*, a print newsletter
- Collaborates on content and design of the annual CBAC Yearbook

Coordination and Assistance with Departmental Communication

- Work closely and collaboratively with all the CBAC team (staff) in content creation and delivery
- Scheduling coordinator for newsletters and other pieces from our departments to the constituency
- Review communications from all departments, as needed

Support for Projects and Events of Departments in communications-related tasks (This could be logos, slides, advertising, print materials etc.)

- Tech support and video post-production including Zoom events
- Building registration forms (e.g. Wufoo) for events/projects

Brand Management

- Ensure consistent alignment across all departments of CBAC branding, vision, values and strategic priorities.
- Provide logos, colour information, and other brand assets as needed

Database Management

- Management (Customer Relationship Management Tool)
- Troubleshoot issues and build reports on behalf of other CBAC staff
- Update as needed
- Build reports as needed

Other duties as assigned which are reasonably within the scope of this position.

Terms of Employment:

This is a full-time position located at the CBAC office in Moncton, NB. Salary to be negotiated to reflect experience and skills.

Organizational Relationships:

Reports to the Executive Minister.

Works closely with all staff.

Desired skills and preferred candidate:

1. Proven track record in communication or related fields (3 to 5 years' experience.)
2. Experience with social media and writing for web.
3. Strong computer skills and experience with MS Office and Adobe Creative Cloud (or other comparable editing software), willingness and ability to learn new programs as needed.
4. Knowledge of WordPress and web management.
5. Experience with design and editing programs.
6. Strong writing, editing, and language skills.
7. Experience in production, including with equipment such as cameras, lighting, audio, projection, and various production equipment.
8. Character - Collaborative, excellent organizational skills, team player, high integrity, able to prioritize and coordinate multiple projects, self-motivated, and teachable.
9. Undergraduate degree in Communication or related fields preferred, though a combination of experience and education will be considered.
10. Evidence of a Christian conversion and living a life in keeping with biblical standards through local church involvement.
11. Baptist conviction – a member in good standing or willing to become a member of a church of the Canadian Baptists of Atlantic Canada

The candidate must:

Be in agreement with the CBAC's Basis of Union and willing to sign the Covenant of Christian Workers document and a confidentiality document as conditions of employment.

About the Canadian Baptists of Atlantic Canada

We are a family of approximately 400 Canadian Baptist Churches across the four Atlantic Provinces – New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland & Labrador. Our role is to support and resource our pastors, churches and people, to facilitate our shared mission.

Our purpose is being and making disciples of Jesus Christ, who are integrated into the life and ministry of healthy, growing churches, committed to fulfilling the Great Commission and the doing of God's will on earth.

Our vision is to inspire and enable every church to be joining God in our neighbourhoods, so that many come to know Jesus.

For further information about the CBAC visit: <https://baptist-atlantic.ca/>