



## COMMUNICATIONS DIRECTOR

Ministry Job Description  
ARDMORE BAPTIST CHURCH  
Winston-Salem, North Carolina

### **Ministry Description**

This position provides support across all of Ardmore Baptist Church's ministries by coordinating, implementing, and evaluating all aspects of creative communication efforts. This would include social media strategy, web presence, branding, public relations, advertising, and digital content. Ardmore Baptist Church's brand of Christian discipleship includes developing and nurturing people's relationship with Jesus Christ. The Communications Director will describe how ABC demonstrates that brand through storytelling.

**Primary Ministry Area:** Administration and Support

**Nature of Position:** Part-time, non-exempt, 20 hours per week.

### **Responsibilities**

1. Develop, implement, and maintain an overall communications strategy for the church.
2. Ensure church communications are consistent with the mission and vision of the church.
3. Communicate as the voice of Ardmore Baptist Church on digital/social platforms and respond when needed professionally and in a timely manner.
  - Cultivate engagement through social media accounts.
  - Oversee texting service and engage appropriately with respondents.
  - Maintain church website and develop story-driven posts that reflect the church's mission.
4. Serve as editor for Ardmore Baptist Church publications.
  - Produce weekly QuickBits newsletter.
  - Produce quarterly "Announcer" publication.
  - Support ministry areas with print and digital materials for specific publications.
  - Have a keen eye for detail, copywriting, editorial and visual design.
5. Seek out, coordinate, and facilitate sharing/storytelling for ministries and individuals and develop compelling ways to share them through video, testimonials, print, etc.
6. Coordinate digital signage in the facility and maintain any church informational boards.
7. Coordinate, edit, and ensure the quality of all information to be shared with the congregation and with the local community.
8. Recruit, equip, and schedule volunteers to provide images, video, or stories of various events.

9. Partner with ministry staff to create communication strategies for on-going and seasonal events and ministries.
10. Continuously improve communication processes between and within Ardmore Baptist Church Ministries.

### **Staff Team Responsibilities:**

1. Work closely with the pastor and staff members to help the church communicate its mission and vision effectively.
2. Attend meetings of: Staff, Communications
3. Attend and assist with special church-wide events as needed.
4. Perform other duties as may be assigned.

### **Committee Assignments**

Communications

### **Qualifications**

- A heart for the local church, a growing relationship with Jesus Christ, and a passion to use communications and storytelling to reach others.
- A minimum of bachelor's degree from college. A degree in communications, media, or related field is desired.
- Proficient in Adobe Creative Suite (Photoshop, Premier, InDesign) is helpful.
- Excellent written and oral communication skills.
- Organized and able to manage multiple projects with proven ability to complete projects.
- Committed to improvement, seeks constructive criticism, understands strengths and weaknesses.
- Ordination into the ministry is not required

**Reports to:** Church Administrator