

**BLACK ROCK CHURCH
JOB DESCRIPTION**

JOB TITLE: Director of Communications

JOB DESCRIPTION DATE: January 1, 2020

JOB REPORTS TO: Jeremy Taylor-- Executive Director

JOB CLASSIFICATION: Full-Time Part-Time Volunteer Temporary

THE JOB: Director of Communications

Coordinate and implement a strategic communication and marketing plan for Black Rock Church which reflects the vision and priorities set by Black Rock's Board of Elders and Senior Staff. Build and lead a Communications department to produce effective, high quality media and communications directed to the congregation and community.

WHO WE'RE LOOKING FOR:

- Passion for the local church, effective ministry and for serving
- Team player with a teachable attitude
- Ability to execute a strategic plan
- Experience with marketing and communication (preferably in the non-profit sector)
- Basic knowledge of Google Analytics and SEO
- Experience in website building and maintenance
- Writing and copy editing skills
- Administrative gifts
- Strong work ethic
- Understanding of social media posting strategies and Facebook Ad Manager
- Passion for effective communication
- Bachelor's Degree preferred

THE WORK YOU'LL DO:

- Oversee internal communications to congregation via weekly bulletin, emails, Realm posts, app, BRC.church, digital signage, printed materials etc.
- Oversee media, marketing and public relations of Black Rock Church to the surrounding community
- Collaborate with creative team (video & graphic design) to ensure that visual communications are high quality and consistent with BRC branding guidelines
- Provide leadership and support to Photography team
- Supervise Realm communications and users
- Serve as web master for www.blackrock.org and BRC.church, including mobile site, ensuring information is accurate and consistent with BRC vision, spiritual growth steps and branding
- Manage the Communication and Marketing plan for Black Rock Church
- Monitor and analyze innovative communication strategies in Christian communications to keep BRC up to date with current trends. Continual review of our communication vehicles to improve our communication process.
- Manage all Black Rock Church social media platforms
- Serve on the Spiritual Development Team to help staff strategically plan how to facilitate congregational engagement in growth next steps
- Oversee our Google Business account and Google Analytics
- Graphic Designer reports to this role

The above statements are intended to describe the general nature of this job and the level of work performed in this position. This position will be required to perform other job-related duties as requested/required by their Supervisor. Hours will also be flexible with special projects and as the Church grows, this position and its duties may change.

THE BIGGER TEAM YOU'LL JOIN:

Black Rock Church is one of the largest churches in New England and has a dynamic 170 year history of helping people Love God, Love People and Serve Our World. We are located between New York City and Boston on the coast of Fairfield County Connecticut, one of the most influential regions in the world.

At Black Rock Church our vision is to inspire hope and ignite faith in every person we meet by connecting them to God through Jesus Christ.