

Broadway Christian Church (DoC)

Director of Communications

September 2020

Part-time (*15 hours weekly average*)

Reports to Lead Minister

Ministry Summary

As a part of the ministry team at Broadway, the *Director of Communications* will serve in cooperation with the team ministers and program directors to communicate the vision of the church. This part-time role, (*averaging fifteen hours weekly*), will lead the effort of keeping members informed, connected and inspired by the telling of our growing story and communicating with the city of Columbia and beyond who we are and the mission we share.

Primary Ministry Responsibilities

1. Be keenly engaged in understanding the vision and mission of the church in order to effectively and creatively communicate our story to the congregation and community at large. Attend weekly staff team meetings and engage staff members outside of the meeting to discern what ministry stories can and should be shared, published and promoted.
2. Create, edit and prepare to send monthly newsletter for both print and electronic consumption. Prepare and send out weekly E-News messages to the congregation mailing list with up to date opportunities and stories connected to that week's ministry. Update pictures, content and regular postings on church Social Media pages.
3. Oversee the ongoing updating of church website. Work with web designers to re-design and create when needed and facilitate regular updates, adjusting text, pictures and content often.
4. Make space to attend worship and/or other church functions when possible to capture pictures, stories and make connections with church members in order to effectively share the news of the community. Coordinate volunteers to help take pictures of church events/people/experiences to use for communications purposes.
5. Connect with local media, denominational entities, and other news outlets to share our stories that might help, encourage, serve and/or grow our connection with the wider community.
6. Create a *Communications Team* to help troubleshoot issues and brainstorm growing ways to improve the communication of who we are to the world. Consider utilization of church apps or other new methods of communication that will strengthen the functionality and accessibility of our shared ministry.

Additional Ministry Responsibilities

1. Be a team player. Weekly staff meetings help build team support and camaraderie and reveal ways the team can support one another's areas of focus. An attitude of partnership is essential.
2. Keep some office hours, coordinating with Church Administrator to be a regular presence and support of general office atmosphere of welcome and general support of church staff and congregants who may visit.
3. Be a passionate and positive presence within and outside of the church. One represents all and all represent one. Commit to being a positive influence in the community.

Critical Success Factors

To be successful in this role, the *Director of Communications* must possess:

1. A respect of Christian values and the spirit of the church; an ecumenical mentality, accepting people of varied thought and background compatible with the Christian Church (*Disciples of Christ*) desire to be a welcoming and inclusive "*movement for wholeness in a fragmented world.*"
2. A commitment to Broadway's vision and mission; creating a supportive and positive voice of the direction of the church's ministry.
3. High enthusiasm for the task at hand and strong work ethic
4. Respect for children, families, seniors and volunteers; affirmation of their gifts and potential.
5. A self-starter mentality with strong leadership skills tempered with a spirit of servanthood
6. Ability to inspire respect and promote teamwork
7. Strong organizational skills and attention to detail
8. Creativity and resourcefulness, good problem-solving skills
9. Good judgment, maturity and listening skills; a calm presence
10. Excellent communication skills, both oral and written

Education and Experience

The background of the optimal candidate for this role would be exhibited by, though not limited to, the following criteria.

1. Education in areas of journalism, communications, multi-media and writing. Skill sets of creative coordination, discernment, and adaptability strengths encouraged.
2. Experience with multi-design and communications software, the publication industry, media, creative writing, or website creation/maintenance helpful. A spirit of adventure with entrepreneurial leanings helpful. Determined attitude and interpersonal skills necessary.
3. Experience with high paced church or organizational life, rapid growth, and change helpful.