

JOB DESCRIPTION: COMMUNICATIONS SPECIALIST

Department:	Communications
Reports To:	Vice President of Communications
Recruited By:	Vice President of Communications and Director of Communications
Approved By:	Vice President of Communications
Organizational Unit:	Headquarters
Status:	Full Time
Classification:	Exempt

JOB SUMMARY

The work of the Communications Specialist makes an impact on hurting children and struggling families around the world. The individual hired for this position will provide direct support to the V.P. of Communications in the areas of story development and production for digital and print media, copywriting, social media, graphic design, email marketing, video production, etc. The Communications Specialist develops and implements multimedia strategies in line with the mission and purpose of One More Child (onemorechild.org) and FBCH (fbchomes.org).

ESSENTIAL DUTIES AND FUNCTIONS

- Develops and implements results-driven multimedia communications plans to increase organization's impact for children
- Writes engaging content for various platforms to include blogs, social media, print publications and news releases
- Develops messaging for diverse audiences to include media, businesses and churches
- Assists leadership with written talking points and creative PowerPoint presentations
- Designs graphics to communicate messages to varied audiences
- Establishes measurable goals for outputs and communicates results to VP of communications on a monthly basis
- Produces effective videos to be used in presentations, on the website and through social media platforms
- Works well in a team setting and has the ability to collaborate on projects
- Thinks creatively and is highly motivated and organized
- Maintains personal and professional growth and development through seminars, webinars, workshops, books, publications and professional affiliations to stay current with legal issues and the latest trends in the field
- Travels, when needed, to areas of service throughout the state, nation and developing world
- Displays integrity as well as mature judgment aligned with the organization's core beliefs and values

- Displays a positive attitude about and passion for the organization's mission of providing Christ-centered services to children and families in need
- Has knowledge of public relations best practices
- Performs other duties as assigned

MINIMUM QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, Public Relations, or other related area (or equivalent experience)
- Minimum of two years' experience in Marketing, Communications, or Public Relations field
- Knowledge of and experience in using multiple social media platforms to include Facebook, Twitter, Instagram and Pinterest
- Excellent written and verbal communications

DESIRED KNOWLEDGE, SKILLS, ABILITIES, AND OTHER CHARACTERISTICS

- Adobe InDesign
- Adobe Premiere Pro or Apple's Final Cut Pro (or comparable video editing software)
- Microsoft PowerPoint
- Adobe Photoshop
- WordPress
- Ability to build effective professional working relationships internally and externally.
- Must be detail oriented, highly organized and able to handle a variety of tasks and responsibilities in an efficient manner with a high level of quality.
- Presents him or herself outside the agency in a manner in keeping with the organization's core values and guiding principles.
- Ability to maintain confidential employee and company information.
- Ability to multi-task.
- Ability to understand and follow oral and written instructions, meet deadlines, and work independently.
- Ability to solve daily problems by analyzing situations, determining next steps and implementing.
- Ability to comprehend and process information rapidly and accurately.
- Skills in effectively organizing work, files, records, etc., to maintain efficient work flow.
- General knowledge of standard office practices and office equipment.

SPIRITUAL QUALIFICATIONS

- Must have had a personal conversion experience with Jesus Christ and been scripturally baptized.
- Must have a sense of commitment to ministry through vocation.
- Possess a sincere desire to seek God and His kingdom.
- Demonstrate personal and devotional habits and practices such as Bible study, prayer and daily meditation.
- Accept the Baptist Faith and Message Statement (2000). Be familiar with the general theological beliefs of Southern Baptists.
- Be a member of a New Testament, evangelical Church in the local community and attend regularly.
- Engage in witness activities as a normal part of life.

PHYSICAL DEMANDS

These physical requirements are not exhaustive and FBCH may add additional job-related physical demands to these if the need arises. Corrective devices may be used to meet these physical requirements.

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee frequently is required to use hands to finger, handle, or feel. The employee is occasionally required to walk and reach with hands and arms. Specific vision abilities required by this job include close vision.

This job requires the ability to work in stressful conditions from time to time and remain focused for extended periods of time. The ability to lift up to 30 pounds (boxes, documents, and equipment).

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Job functions are performed primarily in a normal office environment.

I understand this job description is not intended to be an "all-inclusive" list of the requirements of this position, but to describe the general nature of the job and a reasonable representation of its activities. I also understand that additional related responsibilities may be identified by the company and listed as such in my performance appraisal.

Print Name: _____ Signed: _____ Dated: _____