

**Job Description**  
**Elizabeth Baptist Church**  
4245 Cascade Road SW  
Atlanta, GA 30331

**Title: Director of Marketing & Communications**

**Reports to: Senior Pastor, Chief Operations Officer**

**Hours:**

**Principal Responsibilities:**

The Marketing & Communications Director will lead and provide strategic oversight for church-wide marketing and communications. This position will oversee the marketing and communication of the church's brand and message through various media to ensure accurate, creative, and consistent tone, look, voice, and delivery. The position will work in collaboration with department heads and ministry leaders to develop a comprehensive communications strategy, which includes marketing/communications for Public Relations (PR), Content Marketing, Digital Marketing, Social Media, Electronic Newsletters, and Print Materials. The successful candidate for this role will be an expert at capturing the life changing stories happening within the lives of EBC attenders and create multiple mediums to communicate these stories.

**Specific Duties and Expectations:**

1. Build, equip, and lead the Marketing and Communication teams
2. Guide the development and effectiveness of EBC's website and social media platforms
3. Deliver fresh, relevant content across all communication and marketing platforms
4. Manage the effective development and distribution of interdepartmental (internal) communications as well as external communications by ensuring that all written and visual communications adhere to established EBC brand protocols
5. Provide leadership in all strategic marketing initiatives
6. Develop policies and procedures within the department
7. Guide the Executive Staff and Ministry leaders to develop and support their efforts to align with EBC Brand Management protocols while strategically focusing on the church's overall mission and vision.
8. Participate as an active member of the Executive and Creative Arts Team to ensure consistent brand identity of EBC
9. Stay current with marketing and communications trends and resources – includes attending networking and educational events, reading blogs, listening to podcasts and etc.
10. Stay informed on methods, materials, principles, procedures, promotion, and administration as related to Marketing & Communications

### **Overall Areas of Responsibility:**

- Cast a compelling vision for Marketing and Communication teams (aligned with the overall vision and brand of EBC)
- **Serve as:**
  - **COACH** - invites, mentors, trains and resources servant leaders
  - **CATALYST**- instigates new ways of spreading the word about Jesus and EBC
  - **ADMINISTRATOR** - manages volunteer teams and oversees contract labor staff in areas of Marketing and Communications

### **Skills, Knowledge and Qualifications:**

- Ability to communicate effectively, strategically plan, organize, and develop
- Exceptional technical skills in written and oral communication
- Working knowledge of graphic design, web and multimedia
- Manage multiple departments, teams, and projects
- Ability to work independently and also in a team environment
- Working knowledge of Microsoft Office Suite
- Experience in both Mac and PC computer platforms

### **Education and Experience:**

- A Bachelor's degree required but Master's preferred in Marketing, Communications or related fields
- Three to five years of experience in marketing, advertising, internal/external communication, media, and public relations
- Proven experience in leadership, team-building, creative thinking, systems management and problem solving