

**Concord Church Position Description**  
**Job Title: Communications Strategist**  
**Reports to: Senior Pastor**  
**Updated: March 8, 2019**  
**Exempt**

**General Summary**

The Communication Strategist provides leadership to the Senior Pastor's office in the following areas: Social Media content Creation and Management, Community Relations/Public Relations Management, Brand Management/Expansion, and Publications Management.

The purpose of this position is to ensure brand consistency and communication that reflects the mission and values of Concord Church.

The Communication Strategist exhibits the four Core Values of Concord Church:

- ***Boldness for Christ*** – *Unapologetically representing Christ to the world. (Phil. 1:20)*
- ***Passion for People*** – *Intentionally cultivating lifegiving relationships. (John 13:35)*
- ***Catalyst for Change*** – *Relentlessly transforming our city. (Jer. 29:7)*
- ***Hunger for More*** – *Radically pursuing what God has next for me. (Matt 5:6)*

**Essential Functions**

**Social Media:**

- Manage social media marketing campaigns and day-to-day activities including:
- Develop relevant content topics to reach target audience.
- Create, curate, and manage all published content (images, video and written).
- Monitor, listen and respond to users own a “Social” way while cultivating relationships.
- Conduct online advocacy and open a stream for cross-promotions.
- Develop and expand community and/or influencer outreach efforts.
- Oversee main message covers (i.e.: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Instagram etc.).
- Design, create and manage promotions and social ad campaigns.
- Analyze key metrics and tweak strategy as needed.
- Compile reports for management showing results (ROI).
- Become an advocate for the brand in social media spaces, engaging in dialogues and answering questions where appropriate.
- Demonstrate ability to map out a comprehensive marketing plan. Drive strategies that are proven by testing and metrics.
- Develop organizational elements in order to implement a proactive process for capturing happy, loyal customer online reviews.
- Monitor trends in social media tools, applications, channels, design and strategy.
- Implement ongoing education to remain highly effective.
- Identify threats and opportunities in user-generated content surrounding the brand. Report notable threats to appropriate management.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns.
- Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.

**Community Relationships/Partnerships/Media Relations:**

- Harmony CDC – President
- AAPC (African American Pastors Coalition)
- Dallas Clergy – Co-Chairman
- Coordination of meetings, strategy, events and communication for African American Pastors Coalition & Dallas Clergy
- Provide leadership, strategic direction and communication for the Big Six Community Engagement Initiatives
  - Education, African American Males, Racial Reconciliation, Prison Ministry/Reentry/Criminal Justice, Economic Development, Political Engagement
- Work with community partners
- Coordinate press conferences, press releases and all media relations

**Public Relations:**

- Manage books, resources and tools to help people grow in Christian living and to help leaders grow in their leadership journey
- Oversee publication management with the goal of publishing 2-3 books annually

**Brand Management:**

- Implement and oversee the brand vision and strategy
- Planning and execution of all communications and media actions on all channels, including online and social media
- Assisting with product development and launches as well as developing new opportunities
- Create video content to expand reach through YouTube and Social Channels.
- Expand platform into digital space as appropriate:
  - Podcast
  - YouTube
  - Newsletter
  - Blog

**Other:**

- Oversee network of pastors/leaders
- Oversee model for mentoring other pastors/leaders
- Oversee ministry that ministers to families of color – marriage, family, men, women based on our current platform – that can be a national model

**Supervisory Responsibilities**

This is an individual contributor role with no supervisory responsibility.

**Education and Experience**

This position requires a minimum of a Bachelor's degree in journalism, communication, marketing, public relations, or social media management. A minimum of three (3) years of social media or public relations experience is required. Must have proven experience using Adobe Creative Suite, WordPress, and Hootsuite.

**Physical Requirements**

This position primarily works in a typical office environment, is generally sedentary, and uses computers, calculators, phones, and other office equipment to draft documents, communicate with church staff, and fulfill other position duties. The position is required to walk, hear, speak, and stand to interact with members and volunteers. Work is conducted in a fast-paced, rapidly changing environment. The ability to manage stress, build professional and collaborative relationships, and reason through both complex church business situations is required. A flexible schedule is required since this position requires evening and weekend work. This position may be expected to work overtime.

**Travel Requirements**

This position does not have any travel requirements.

**Concord Church Membership**

This position is required to be a member of Concord Church. Employees in this position are expected to sincerely hold the same religious [beliefs](#) as expressed by Concord Church.