

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 Coordinator exhibits the seven Core Values of Concord Church:

- ***Dedication to Personal Growth*** – Is intentional about personal development as a man/woman, believer, and a staff member. Ephesians 5:15-21
- ***Dedication to H.I.T. (Honesty, Integrity and Truthfulness)*** – Able to confront self and others by being truthful with a spirit of love. Ephesians 4:14-32
- ***Effective Communication*** – Communicates using the THINK methodology (is True, Helpful, Inspiring, Necessary and Kind). Psalm 15
- ***Servant's Heart*** – Will possess compassion for others and a kind spirit. Philippians 2:3-16
- ***Team Spirit*** – Supports the team by having a strong work ethic, being responsive to deadlines, exhibiting professionalism at all times, actively works to resolve any conflicts that arise, and is flexible whenever necessary. Galatians 6:1-7
- ***Loyalty*** – Committed to God's will, the Executive Pastor's vision, the church's mission and vision, follows leadership, and supports the entire team. 1 Peter 2:13-25
- ***Work hard, Play hard*** – Carries out job responsibilities with passion and completes the necessary tasks to accomplish the church's mission and vision. Proverbs 17:22

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 (ie: 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 Relations / Media Relations:

- Provide leadership, strategic direction and communication for the following six community engagements initiatives.
 - Education, African American Males, Racial Reconciliation, Prison Ministry/Reentry/Criminal Justice, Economic Development, Political Engagement
- Coordination of meetings, strategy, events and communication for African American Pastors Coalition & Dallas Clergy
- Work and develop relationships with community partners
- Coordinate press conferences, press releases and all media relations

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 platform into digital space as appropriate:
 - Podcast; Youtube; E-Newsletter; Blog
- Manage books, resources and tools to help people grow in Christian living and to help leaders grow in their leadership journey

Other:

- Oversee network of pastors/leaders
- Oversee model for mentoring other pastors/leaders

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.