

JOB TITLE: Communications Director

BAYSIDE PURPOSE: To help people know God, find family, live in freedom, and discover purpose.

BAYSIDE BIG 5: Teachable, Called, Hungry, Others Focused, Positive Attitude

POSITION STATUS: X Exempt Non-Exempt

WORK SCHEDULE: Full time, 40 hours

REPORTS TO: Creative Director

THIS POSITION SERVE: Creative Resources

RESPONSIBILITIES:

Marketing and Branding

- Oversee all communications including internal and external messaging, branding, advertising, social media, print publications, digital content, and public relations.
- Ensure a consistent brand and voice across all campuses, service elements, environments and platforms.
- Develop a cohesive communication standard for all campuses to be consistent with our mission and branding.
- Partner with the staff and ministry leaders to identify and develop marketing and communication strategies for all church initiatives and events with the congregation and community.

Leadership and Management

- Manage and lead all communications staff and serve teams.
- Work with each campus for clear messaging to specific congregations.
- Advocate for our core values in everything we do.

Digital and Web Strategy

- Manage the improvement and strategy of Bayside's website, social media accounts, and other digital media platforms (Google Analytics, Newsletters, YouTube, etc).

- Explore new avenues of extending series and teaching content throughout the week through various platforms.
- Develop and lead a serve team to help with social posting, responses, and interaction with an online community.

Communication Strategy

- Collaborate with others to develop a communication strategy across all media platforms and community involvement.
- Work with the leadership team on strategic communication projects.
- Communicate and market special events for the church.
- Copywriting and curating content for all churchwide communications including email marketing, social media, press releases, and creative content.

Weekend Experience

- Work with the Creative Resource Team in preparing elements for weekend services.
- Coordinate with MC's and Speakers any additional information that needs to be communicated from the platform.
- Script and schedule Video News and ensure correct information is being given.
- Ensure that all creative weekend elements (graphics, videos, live performances, etc.) are communicated well across all campuses.