



Position Description

TITLE: Communications & Digital Strategies Director

I REPORT TO: Co-Lead Pastor

CATEGORY: Full-Time

LAST REVIEWED/UPDATED: October 2024

Qualifications:

Personal Characteristics

- Godly character, obvious love for God and his Word
- Embraces the values and vision of Grace Bible Church
- Relational; strong consensus building and people skills; collaborative
- Strong leadership qualities; develops and leads leaders; motivator
- Demonstrate a high level of integrity, guided by a sound set of ethical principles

Professional Skills/Talents/Experience

- Strong experience building relationships in an online environment
- Strong communication skills
- Strong leadership and administrative gifting
- Driven and self-motivated
- Strong organizational skills; ability to coordinate GBC's departmental activities for online delivery
- Able to recruit, train, and motivate volunteers and manage a small staff
- Social media expertise either professionally or through significant personal involvement with social media platforms

Areas of Responsibility:

General

- Develop, continuously refine, and implement digital strategies that help people outside the church take next steps toward the church and faith, and help people inside the church grow in their faith using digital technology and recognizing the church's desire to provide a "hybrid" (both online and physical) approach to spiritual growth
- Create and implement ministry plans and budgets for digital strategies and Grace Online



Specific

- Maintain the overall brand of Grace Bible Church and tell the story of God's grace changing lives from a narrative and visual perspective.
- Plan and implement communications/marketing efforts to draw more people to Grace Bible Church and raise awareness with current attendees.
- Provide accuracy, clarity, and consistency to messaging across all platforms: online, print and in person.
- Educate staff members on communication and marketing issues and processes related to their ministry.
- Manage the church's social media, website, app, and other communications platforms.
- Establish communication plans for sensitive issues like crisis communications, staff changes, or deaths.
- Recruit and empower volunteers to lead communications and online activities including content providers, chat hosts, group leaders, etc.