FIRST BAPTIST
SPARTANBURG
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Director of Communications
Position Reports to: Church Administrator
Full-Time, Exempt Position

Position Overview

The Director of Communications is a strategic senior leader who owns the global creative voice, public image, and multi-channel communication strategy for our large church body (2,000+ on Sunday**)**. Reporting directly to the Church Administrator, this pivotal role acts as the primary gatekeeper of messaging across all platforms, managing the church's content and voice.

The Director will lead, inspire, and manage a team of 6 creative staff members (3 Full-Time, 3 Part-Time), bridging the gap between senior executive vision and high-caliber execution. This includes overseeing our expansive social media presence, supporting multiple dynamic ministries, and closely partnering with our media team and our sister television broadcast ministry. This is a full-time, salaried position with a comprehensive benefits package.

Key Responsibilities

Vision, Voice & Strategy

- **Support the Creative Experience:** Implement creative and visual experiences throughout the week through digital platforms, and physical environments.
- **Voice & Tone Gatekeeper:** Establish and enforce "how we talk," ensuring all internal and external messaging remains culturally relevant, within brand guidelines, and biblically sound.
- **Broadcast Integration:** Collaborate with the Senior Pastor, music and media teams to optimize content for the partner television broadcast ministry, ensuring overall brand consistency.
- **Multi-Ministry Alignment:** Partner with ministry leaders to develop tailored, multi-channel communication strategies that support individual ministry goals under a unified church voice.

Team Leadership & Workflow Management

- **Creative Team Management:** Direct, mentor, and care for a team of creatives, fostering a collaborative, healthy, and high-output culture.
- **Creative Briefing:** Translate high-level pastoral concepts into clear, actionable creative briefs for designers, writers, video editors, and social media managers.
- **System Mastery:** Oversee the team's daily workflows, task assignments, and internal communications via **ClickUp**, manage production assets and design workflows within **Adobe Creative Suite**, and coordinate volunteer or service assets through **Planning Center**.

Performance & PR

- Meet personal **Key Performance Indicators** (**KPIs)** set with the Church Administrator**.**
- **KPI Development:** Strategically define, implement, and track **Key Performance Indicators (KPIs)** for the creative team to measure digital engagement, project turnaround times, and communication efficacy.
- **Social Media Oversight:** Oversee the strategy and growth of the church's social media footprint, maximizing engagement, digital discipleship, and community outreach.

Organizational Relationships

- **Reports To:** Church Administrator
- **Direct Reports:** 6 Creative Staff (3 Full-Time, 3 Part-Time)
- **Key Peers:** Lead Directors (Ministry Heads)
- **External Partners:** Sign, clothing, and print vendors

Qualifications & Competencies

- **Theological Astuteness:** A deep, mature understanding of Christian theology and church culture, with the ability to filter all public messaging through a sound doctrinal lens.
- **Leadership Experience:** 4-6+ years of professional experience in communications, marketing, or creative media leadership, with a proven track record of managing teams.
- **Large-Scale Ministry Familiarity:** Experience operating effectively within a large church environment (2,000+ attendance) or a similarly complex, multi-layered organization. Our church will be multi-site in the next two years, which will require further leadership skills and management.
- **Technical Proficiency:** Hands-on familiarity or management experience with **Planning Center**, **ClickUp**, and the **Adobe Creative Suite**.
- **Strategic Execution:** A rare balance of high-level strategic thinking ("the 30,000-foot view") and the practical management skills required to guide a team from concept to final delivery.
- **Financial Management:** Clear projection and management of the annual communications budget.

Faith and Ministry Requirements

· Maintain a growing personal relationship with Jesus Christ.

· Demonstrate a commitment to personal devotion through Scripture and prayer.

· Provide spiritual leadership within your family or willingly support your husband’s spiritual leadership, as applicable.

· Faithfully support the Great Commission through tithing and biblical stewardship of personal resources.

· Demonstrate a heart for shepherding and spiritually guiding others.

· Remain committed to the vision, mission, and values of First Baptist Church Spartanburg.

Work Environment and Conditions

· Work is performed in a standard office environment.

· Confidential information must be handled with discretion and integrity.

Physical Requirements

· Ability to sit, stand, and use a computer for extended periods.

· Ability to handle and organize physical documents and creative materials.

Compensation & Benefits

- **Status:** Full-Time, Salaried (Exempt)
- **Compensation:** Competitive salary commensurate with experience.
- **Benefits Package:** Includes comprehensive health/dental/vision insurance, retirement matching, paid time off (PTO), and professional development allocations.

Application Requirements

To be considered, candidates must complete the following steps:

- **Complete the online application** on our website.
- **Submit a professional resume** detailing relevant leadership, ministry, or corporate communication experience.

Acknowledgment

- This job description is intended to describe the general nature and level of work performed by the individual assigned to this position. It is not intended to be an exhaustive list of all duties, responsibilities, or qualifications. Management reserves the right to modify this job description at any time, without notice.