



JOB DESCRIPTION DIRECTOR OF COMMUNICATIONS

Job Title: Director of Communications
Reports to: General Secretary
Department: Office of the General Secretary
Date: September 12, 2024

Job Summary:

The Director of Communications plays a critical role in supporting American Baptist Churches USA (ABCUSA) by developing and implementing strategic communications initiatives to effectively engage with the public, media, and stakeholders.

The Director of Communications will work to develop a strong brand identity, increase the organization's visibility, and enhance its reputation. The Director of Communications is the head of the organization's internal and external communications, and is responsible for high-level leadership in communications and outreach. Reporting directly to the General Secretary, the Director of Communications will assist in managing all aspects of the communications department and serve as a key advisor to the General Secretary.

Duties and Responsibilities:

- Sharing communication with a tone that is consistent with the Office of the General Secretary, ABCUSA mission, and strategic initiatives by crafting a message that resonates with intended recipients.
- Initiating and creating timely and effective communications.
- Developing communications plans and messaging goals, consistent with strategies for the organization.
- Managing public relations issues that arise internally or responding to crises or challenging situations promptly and professionally.
- Working with all forms of media, including press releases and digital campaigns, print materials, social media, photography, audio, video, and more, as required.

- Attending events and providing leadership in planning/hosting special ministry events, including in-person and virtual.
- Ensuring all organization materials have consistent and positive messaging and branding.
- Regularly review the website and refresh content to keep it relevant and inspiring.
- Managing media relations, including establishing relationships with media outlets, community leaders, partner organizations, and regions.
- Managing staff and external specialists, and leading a team in communications, marketing, and design.
- Other relevant duties as assigned.

Required Skills and Abilities

- Strong written and verbal communication skills, with the ability to craft clear and persuasive messages for diverse audiences;
- Strong editing skills and deep understanding of audience, tone, and style, with an ability to adapt to different senior leaders;
- Highly detail and result-focused with excellent organizational skills;
- Demonstrated experience in strategic planning, media relations, and crisis communication;
- Proficiency in digital communication tools and platforms, including social media management, content management systems, and email marketing software;
- Ability to manage a budget and perform basic accounting functions;
- Ability to work effectively and collaboratively in a diverse team internally and externally.

Education and Experience

- Bachelor's degree in Communications, Public Relations, Journalism, or a related field and 7 to 10 years of experience as a communications leader in communications, public relations, or media relations, or equivalent combination of education and experience are required. Master's degree preferred.
- Proven experience of at least 5 years in a leadership role.
- Three to five+ years of experience in creating and managing website content.
- Interest in developing web pages.
- Prior use of WordPress and Constant Contact is preferred.
- Experience or familiarity with American Baptist Churches USA, Baptist polity, and/or religious organizations preferred.

American Baptist Churches is one of the most diverse Christian denominations today, with approximately 5,000 local congregations comprised of 1.3 million members across the United States and Puerto Rico. Join a vibrant ministry that is helping people serve as the Hands and Feet of Christ.

ABCUSA offers an excellent compensation package: competitive salary and benefits (health insurance, paid time off and paid sick time, participation in a fully-vested 403b). ABCUSA provides the support needed to continue to develop our staff's knowledge, skills and abilities along their chosen career path consistent with ABCUSA's mission and values. We offer a safe, professional work environment located at 1015 W.1620 9th Avenue in King of Prussia, PA.

If you are interested in applying, kindly submit Cover Letter and Resume to Evon.Moody@abc-usa.org as soon as possible. The position will remain open until a qualified candidate is selected.