

COMMUNICATIONS PRODUCER

JOB SUMMARY

We are looking for an energetic, creative person passionate about developing an engaging approach to in-house print and media communications, external branding and advertising. A successful Communications Producer will be forward-thinking and support New Work Fellowship with excellent communication and media resources for all ministries.



REPORTS TO
WORSHIP PASTOR

JOB STATUS
FULL-TIME w/ Benefits

Type of Job
Administrative

Church Leadership Qualification:

Assuming the role of a church leader requires one to manifest Christ-like servant-leadership and devotion to the church both in one's performance of responsibilities and in one's general relationships within the church. The reality of leadership is that the leader is expected to set the standard for others. These *leadership* expectations include, but are not limited to:

- Exhibiting joy in service.
- Exhibiting an approachable demeanor.
- Demonstrating a willingness to serve those whom we ask to serve
- Supporting ministries/activities of the church by one's visible involvement and attendance.
- Developing "360-leadership": submitting oneself to coaching, mentoring, and receiving direction; and investing the same in those who serve with you.
- Responsible directly to the Worship Pastor, ultimately to the Lead Pastor

General Responsibilities:

- Oversee all design of print and electronic media
- Oversee all written materials related to promotions, in-house communications and advertising
- Manage all advertising for New Work Fellowship
- Develop and monitor the branding, vibe and feel of all promotional materials (logos, images, etc) representing the current look of New Work Fellowship
- All other duties assigned by the Worship Pastor or Lead Pastor

Promotions:

- Develop system to organize, prioritize and communicate promotional items
- Create communication strategies to market, inform, and promote all church communication needs
- Develop an ongoing visual/style strategy for in-house communications related to Next Steps, consistent with the branding of New Work Fellowship

Social Media/Church App:

- Manage ongoing social media messaging and communication strategies
- Creatively build followings on various social media outlets, including but not limited to, Facebook, Twitter and Instagram
- Keep the New Work Fellowship App up-to-date with current programming, sermon content, and push notifications

Website:

- Lead all efforts related to the creation and development of the website
- Proactively work to make sure New Work Fellowship maintains an effective and up-to-date presence on the web including style/presence, search engines, new technology
- Edit and post sermon videos on all platforms weekly
- Coordinate webpage maintenance – ensure that new and consistent information (article links, stories, small groups and events) are posted regularly

Media Relations:

- Oversee interaction with outside media
- Develop policy and procedures related to media relations

Qualifications/Competencies:

In order to lead effectively at New Work Fellowship, the Communications Producer must have the following competencies and qualifications:

- Five years of professional experience in a similar role or an equivalent combination of education, training, and experience that provides the required knowledge for the role
- Experience with leading a team to accomplish large projects on a deadline.
- Experience with managing an organization's budget
- Experience in visual mediums and/or mass communications is preferred but not necessary
- Familiarity with Adobe Creative Suite software is preferred
- Familiarity with camera, lighting, video and audio recording equipment

Contact Person:

Josh Hensley, WORSHIP PASTOR

josh@newworkfellowship.com

(270)498-8600