**Director of Communications**

**Job Description**

**Job Title:** Director of Communications

**Reports To:** Executive Pastor

**Summary:** The Ebenezer Baptist Church of Atlanta seeks a passionate, creative, and experienced Communications Director to lead our digital communications strategy, elevate our online presence, manage our internal and external communications relationships, and work with traditional media. This role is vital to expanding our reach, amplifying our message, and further establishing our Senior Pastor, Rev. Dr. Raphael G. Warnock, as a faith-based, thought leader in the digital age.

The Director for Communications will work closely with the Senior Pastor, with support from the Executive Pastor to take on the following responsibilities:

Create and implement an annual, comprehensive communication plan for Ebenezer.

* Work with team members and strategic partners to ensure high-quality and high impact communications are created for both internal and external audiences.
* Create a cohesive plan that utilizes and expands Ebenezer’s digital resources.
* Help steward a virtual membership and constituency for Ebenezer – Ebenezer Everywhere
* Write content and/or edit for all of Ebenezer’s digital and print vehicles.
* Manage Ebenezer’s brand so that it is consistent with our purpose and priorities.
* Manage the development of all church communication materials both digital and print.
* Produce major videos i.e., Pastor’s Anniversary and Year-End. This includes doing research, pulling video clips, writing scripts, and developing story boards.
* Oversee the development of graphics and designs for Ebenezer digital and print collaterals.
* Manage Ebenezer’s digital tools in a way that they are up-to-date, relevant, and compelling.
* Ensure integration of communication tools with church management software.

Regularly communicate events and activities for ministries through a variety of vehicles

* Communicate events through the Sunday Newsletter, Sunday video announcements, Ebenezer App, Ebenezer website, Ebenezer social media channels, and regular church-wide mailing.
* Partner with ministries to create communication plans targeted for their speciﬁc audiences.
* Proactively plan and work with ministries to support their communications needs.

Develop and lead the implementation of a Digital Marketing Strategy:

* Develop and implement a comprehensive digital marketing strategy to increase social media following, engagement, membership, and participation.
* Oversee the church's website, including ensuring that it is up-to-date, user-friendly, and optimized for search engines (SEO).
* Manage email marketing campaigns, online giving platforms, text messaging, and other digital communication channels.
* Utilize analytics to track, measure, and regularly report on the effectiveness of digital marketing initiatives.

Develop and lead the implementation of Ebenezer Social Media Strategy & Engagement:

* Create and implement a dynamic social media strategy across various platforms (Facebook, Instagram, Twitter, BlueSky, YouTube, etc.).
* Develop engaging content, including text, images, and videos, that resonate with our target audience and promote the Church's mission and values.
* Manage Ebenezer, social media communities and coordinate responses by staff and volunteers to comments and messages in ways that foster online conversations.
* Leverage social media to promote events, sermons, and other church activities.
* Regularly analyze data from website traffic, social media engagement, and other sources to measure effectiveness and make data-driven decisions.

Secure Advertising & Paid Campaigns:

* Design and execute targeted advertising campaigns across various digital platforms (Google Ads, social media ads, etc.).
* Utilize retargeting strategies to reach specific audiences and maximize ad effectiveness.
* Manage ad budgets and track campaign performance.

Oversee Content Creation & Management:

* Establish a church blog to share insightful articles, devotionals, and announcements.
* Launch a podcast featuring sermons, interviews, and discussions.
* Create engaging video content
* Explore and manage online platforms for members to connect.

Serve as the lead person in coordinating all external media inquiries.

* Manage external media inquiries and media visitors.
* Oversee the planning and implementation of external communications and marketing strategies.
* Provides crisis communications management.
* Manage communications with the Senior Pastor’s Senate Office Communications Office.

Fiscal Management

* Create proposed annual budget for Communications.
* Manage communications expenses within approved budgets.

**Qualifications:**

* Bachelor’s degree in marketing, communications, journalism, or a related field.
* 3+ years of experience in digital marketing
* Track record of developing and implementing successful digital marketing.
* Strong understanding of social media platforms and best practices for engagement.
* Excellent written and verbal communication skills.
* Proficiency in graphic design, video editing, and content creation tools.
* Experience with SEO, website analytics, and email marketing platforms.
* Knowledge of online advertising and retargeting strategies.
* Ability to work independently and as part of a team.
* Passion for the mission and values of Ebenezer Baptist Church.

**Compensation:**

The salary range for this position is estimated to be $75,000 - $100,000 per year, depending on qualifications and experience. A comprehensive benefits package will also be included.

**Please e-mail a Cover Letter and Email Resume to: Careers@ebenezeratl.org**