



Position: Communications Associate

Reports To: Digital Ministry Director

Status: Full-Time Position

Position Summary:

Through proficiency in print, digital, and social media, along with website and app platforms, the Communications Associate will create, organize, plan and implement effective communication strategies for church and community audiences.

This individual will stay abreast of the latest tools, technology, and emerging media. Work to become an expert within the field of communications, and continue to gain an understanding of industry norms and trends in order to produce the most effective and persuasive work possible.

Essential Duties, Responsibilities and Expectations:

- Develop and implement a multi-channel communications strategy driven by the church's mission/vision/values.
- Unify and align everyday messaging with the church's voice, goals and priorities.
- Partner with ministries, meeting with them and creating communications plans to mobilize their specific audiences to respond to events and opportunities..
- Build and guide a team of volunteers to implement effective communications strategies.
- Develop concepts, graphics, and layouts for environments, print, and digital applications.
- Coordinate, plan, execute, and monitor social media for the Central accounts.
- Provide support and oversight to campus social media accounts; develop and implement strategies.
- Strategize and compose church wide or segment-specific email and print pieces to both communicate routine current events, and to provide timely information to designated audiences to elicit specific outcomes.
- Collaborate with decision-makers for evaluation and approval
- Prepare files accordingly and send to external vendors for production
- Administration of the church website, app platforms, and Google page listings; work in tandem with ministry area leads to ensure that all information is up to date and accurate.
- Work with other team members to monitor inventory levels of ongoing print consumables, update, and reorder as needed.



- Assist the digital ministry department as needed with special projects and promotions.

Qualifications:

- Excellent writing skills and the ability to compose engaging and accurate content
- Understanding of communications, public relations and marketing best practices
- Knowledge of graphic fundamentals, typography, print, and digital design principles
- Proven graphic design experience
- Experienced in Adobe software and technologies
 - InDesign, Illustrator, Photoshop
 - Premier Pro, After Effects, and others are considered a plus
- A keen eye for aesthetics and details
- Strong communicator who works well independently and with a team
- Proven commitment to personal leadership growth and team building
- Ability to work methodically and juggle multiple projects simultaneously to meet long-range and short-term deadlines

Education & Experience Requirements:

- Bachelor's degree in communications, marketing, or related field
- 2+ years prior experience in a communications or marketing role

Physical Requirements:

- Role is primarily in a sedentary office setting with routine sitting at a desk and typing at a computer.
- Ability to travel between campuses, climb stairs, occasionally lift moderate (25lbs) weight, set up trade show style signage.

How to Apply

Submit cover letter and resume as a single attachment when applying to jobs@bridgepointfl.com

Application and background check will be required prior to employment