

Director of Communications | (November 2019)

This Director of Communications role is strategic and has a heavy emphasis on brand management. The Director of Communications will set and guide the strategy for all communications, website, and public relations messages to consistently articulate CBFNC's mission. S/he is responsible for managing all communication plans and building external relationships with CBFNC's constituencies, including clergy, laity, churches and ministry partners. The Director of Communications is accountable to the Associate Executive Coordinator for the conduct of duties and responsibilities. S/he will work with coordinators, Communication Specialist, and support staff to accomplish the following duties and responsibilities:

Primary Responsibilities

1. Develop, implement, and evaluate the annual communications plan across the fellowship's diverse audiences in collaboration with CBFNC's coordinators and staff.
2. Lead the generation of online content that engages audience segments and leads to measurable action. Decide who, where, and when to disseminate.
3. Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities.
4. Manage the development, distribution, and maintenance of all print and digital content including, but not limited to, *The Gathering* magazine, brochures, annual report, E-news and CBFNC's website with the support of CBFNC's Communication Specialist.
5. Oversee webpage maintenance—ensure that new and consistent information (stories, events, etc.) is posted regularly.
6. Track and measure the level of engagement within the fellowship over time.
7. Develop and execute communication strategy for the Annual Gathering, including the program book, in collaboration with the AG Planning Team and Communication Specialist.
8. Manage all press releases to proper media outlets.

Additional Responsibilities

- Attend all staff meetings and other planning meetings as appropriate.
- Attend to other duties that may be assigned as the work and missions of CBFNC may require.

Qualifications

CBFNC is seeking an accomplished Director of Communications who has at least 3 years of communications experience, ideally in an "in-house" leadership role within a complex (number and variety of constituents) nonprofit entity, and covering areas such as website content, newsletters, and donor communications. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical.

Specific requirements include:

- Highly collaborative style; experience developing and implementing communications strategies
- Excellent writing/editing and verbal communication skills
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
- Relationship builder with the flexibility and finesse to "manage by influence"
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Sincere commitment to work collaboratively with all constituent groups, including staff, Coordinating Council, volunteers, churches, donors, program participants, and other supporters
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives