

Part-time External Communications Director Job Description Time

Time Expectation: 15 hours/week

Supervisor: Pam Neal, Church Administrator

The External Communications Director will:

- 1) Unify and align external communications;
- 2) Work with other staff to create communications plans that tailor messages to specific external audiences;
- 3) Utilize high-quality and high impact communications to best represent First Baptist Church in Knoxville and the broader community;
- 4) Coordinate all marketing and publicity avenues on behalf of the congregation;
- 5) Maintain website with up-to-date, fresh, engaging content with a view toward non-church members;
- 6) Coordinate creation of short videos on a regular basis to be used in social media;
- 7) Post to various social media platforms and track performance/impact of these posts;
- 8) Meet with staff weekly during Monday staff meeting, while meeting/communicating electronically with other staff as needed.

Compensation: \$18,000 annually (\$1500/month) @ \$25/hr

Send resumes or candidate recommendations to Vanessa Moore (vmoores@fbcknox.org). You can also request more information by emailing Vanessa or calling the church main number: 865-546-9661.