POSITION DESCRIPTION

JOB TITLE: Director of Promotions and Guest Experience
DEPARTMENT NAME:
REPORTS TO: Executive Pastor
FLSA STATUS: Exempt
HOURS: Full Time (40)

Purpose Statement:
The position of the Director of Promotions & Guest Experience is to provide strategic oversight for internal church-wide communications and provide leadership to our Sunday Guest Experience Teams.

The person selected for this position should be someone with general and office skills who truly feels "called to Christian service" and who is willing to go "above and beyond" the personal investment in a position that is considered "normal" in the secular world of work.

There is a lot of confidential information of which the Director of Promotions & Guest Experience will be aware, such as financial records, and/or other private matters. It's absolutely essential that all items of a personal nature of which s/he becomes aware must remain highly confidential. It is the position of the FBFTL that divulging any private matters regarding any person – church member or not - is considered grounds for immediate dismissal.

Specific Responsibilities:

- *Internal Marketing*
    - Develop, recommend, and implement the internal marketing and communication strategies for the church.
    - Work with church and ministry leaders to develop communications processes and define priorities to create an environment in which messages can be communicated clearly, creatively and effectively.
    - Meets with Ministry leaders to develop and support their individual efforts while helping keep a strategic focus on the churches overall mission and vision.
    - Communicate information regarding the activities of the church through mediums such as the e-newsletter, social media, Sunday handouts, email, blog, and develop other channels as needed.
    - Develop and maintain relationships with church leaders
    - Guide preparation of activity reports and present to executive management.
    - Serves as air traffic controller, keeping communications requests on time.
    - Oversight of the First Baptist | FTL branding standards and verifying branding standards are being maintained across all channels

    - Responsible for maintaining and updating the website on a regular basis.
    - Current on creative communications and technological trends and looks for opportunities to use this information to more effectively communicate with the community and church family.
    - Graphic design including digital and print mediums.
    - Develop and manage the annual communications/marketing budget.
- *Guest Experience*
    - Create systems that ensure execution of environments that removes all roadblocks from the experience of our weekend service guests.
    - Oversees and manages onsite during services and/or events the following Guest Experience teams: Ushers, Pew and Parking.
    - To recruit, develop and lead the Guest Experience team and to help create a positive experience for our guests.
    - Facilitate a Starting Point class as the first step in attendee's connection and involvement in the church.
    - To assimilate new guests into Starting Point, service, and Bible and Life Groups.
    - Lead the creative use and proactive upkeep of guest experience services.
- Required to sit or stand for long periods of time.
- Lift, push, pull up to 25 pounds.

Reporting Relationship:
This position reports to the Worship/Executive Pastor.

Qualifications/Skills/Gifts:
- ✓ Knowledgeable of First Baptist Church philosophy of ministry and doctrinal position.
- ✓ Spiritually mature. Displays sound spiritual leadership.
- ✓ Gifts of the Holy Spirit in operation daily.
- ✓ Maintain a professional appearance that meets First Baptist | FTL's appearance standards.
- ✓ Enjoys working with and contributing to a team.
- ✓ Demonstrated excellence in written/verbal communication skills.
- ✓ Delivers excellence that goes beyond departmental and individual job responsibility.
- ✓ Must have an understanding of printing and publication processes.
- ✓ Needs broad understanding of marketing and mass communication utilizing current media and emerging technologies
- ✓ Must possess the ability to handle stress.
- ✓ Must have excellent organizational and computer (Mac or PC) skills, and technology.
- ✓ Able to push, pull, and lift up to 25 lbs.
- ✓ Able to stand or sit for a long period of time.

Education and Experience Requirements:

- ✓ Bachelor's Degree in Journalism, Communications, Marketing, Public Relations or related field is required.
- ✓ Professional work in public information, journalism, advertising, marketing, current communication technologies, or related field.

Work Schedule:

Full time (40 hours/week); however, incumbent may be required to vary schedule to help with a special events, projects, or in an emergency situation affecting the church facilities.

I acknowledge that I have received a copy of this job description; however, duties and responsibilities may vary based on ministry needs.

*Signature:*_____
*Date:*_____