

South Carolina Baptist Convention

Job Title	<i>Chief Communications Officer</i>
Reports to	<i>Executive Director-Treasurer</i>
Status	Exempt

Job Purpose

The Chief Communications Officer (CCO) will work as a member of the Executive Leadership Team to develop and oversee the communication strategy of the South Carolina Baptist Convention (Convention) including written communications, marketing, social media, video productions, event promotion, brand recognition, and correspondence with Ministry Partners and the general public when appropriate.

Duties and Responsibilities

1. Develop and oversee a robust communications strategy for the Convention
2. Serve as a public-facing spokesperson for the Convention when needed and assist Executive leadership in preparation for public-facing communications
3. Oversee Convention's work in public policy advocacy
4. Supervise the Creative/Communications Team as it relates to the creative, strategic, financial, and administrative elements of each staff position
5. Work with ministry department leaders in planning, creating, and executing ministry- and event-specific assets
6. Lead brand management, strategic management, project management, digital marketing and metrics, and art direction toward growth and development by providing direction and staff education for all digital, creative, and marketing initiatives Convention-wide
7. Lead all SCBaptist distribution channels to support the Convention's initiatives by developing and maintaining digital and print content marketing strategies, scheduling, executing, posting, and following up with audience communication across all social media platforms, Convention websites, email newsletter communications, and mobile app development
8. Manage all published content, both written and digital, ensuring communication and brand standards are reinforced and that communications are accurate, clear, and complete; correct in terms of spelling, grammar, punctuation, and editorial style; and that they maintain a consistent tone and voice across all Convention activities
9. Continually develop creative and practical ways to enhance client experience and increase engagement through strategic digital marketing initiatives
10. Manage data, metrics, and analysis to assess the growth and effectiveness of the Convention's communications strategies by running and sharing periodic reports on social media content, web analytics, email communications, etc.
11. Complete other duties as assigned by the Executive Director-Treasurer

Qualifications

Qualifications include:

- Excellent organizational skills; self-direction and motivation; sensitivity to deadline-driven workflow; ability to complete multiple projects under tight deadlines within budget
- 5+ years' experience in communications
- Exceptional written, verbal, and digital communication skills
- Fluency in all technical aspects of digital content creation and distribution
- Skillful in relating to others with respect to sensitive business, ministerial, and personnel matters
- Excellent communication, collaboration, storytelling, and project management skills
- Deep understanding of established and emerging trends in digital marketing consumption and audience habits
- Possesses sound leadership ability, and is results oriented
- Committed to continued learning in the fields of communications, marketing, and digital production
- Reputation for honesty, integrity, confidentiality, and responsibility in all matters and possesses a high degree of Christian maturity and character
- Active member in a local, cooperating SCBaptist church
- Committed to the promotion of the Cooperative Program
- Affirms and agrees to work within the parameters of the current *Baptist Faith and Message* (2000)
- Committed to the Convention's Advance Strategy and Ministry Priorities

Working Conditions

Frequent travel may be required around the state including evening, weekend, and holiday work as necessary and working remotely as needed. Additional periodic travel out-of-state. Typical workweek is Monday through Thursday, but executive leaders often must work more than standardized office hours to effectively accomplish their responsibilities.

Physical Requirements

While performing the duties of this job the employee is (note: reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions)

- frequently required to stand, walk, sit, bend, stoop, kneel, talk, hear, drive, and ride
- frequently lift and/or move up to 20 pounds and occasionally lift and/or move up to 40 pounds
- required to use hands and fingers to feel, handle or operate objects, tools or controls; and to reach with hands and arms
- required to have vision abilities that include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus

- required to have a valid driver's license, a safe driving record, and proof of automobile insurance
- available to travel overnight occasionally to fulfill job responsibilities
- able to use reasoning ability to carry out written and oral instructions and to deal with work-related problems in a variety of situations

Direct Reports

Creative Engineer, Creative Marketing Designer, Creative Editor, Creative Content Specialist, Public Policy Advisor

Approved by:	
Date Approved:	
Reviewed:	