

# Crossroads Baptist Church

## Job Title: *Communications Associate*

**Reports To:** *Communications Director*

**Position Type:** *Full-time*

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## Position Summary

The Communications Associate supports the day-to-day execution of communication efforts across all platforms. This role focuses on content production, digital updates, and operational tasks to ensure consistent, timely, and high-quality communication that reflects the mission and values of Crossroads Baptist Church. The ideal candidate is creative, detail-oriented, and highly organized.

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## Primary Responsibilities

### Content Production & Execution (50%)

- Design and produce weekly graphics for sermon series, events, announcements, and promotions.
- Capture and edit photos and videos for services, events, and ministry highlights.
- Assist in creating service elements (slides, special videos, etc.).
- Format and prepare print materials such as bulletins, flyers, and signage.
- Maintain consistency with the church's brand standards across all content.

### Social Media Support (20%)

- Schedule and publish social media content across platforms.
- Monitor comments, messages, and engagement; respond or escalate as needed.
- Capture and post real-time content during services and events.
- Assist in tracking analytics and reporting basic performance metrics.

### Website & Digital Updates (10%)

- Update website content, including events, ministries, and announcements.
- Upload sermon content, blogs, and media content.
- Ensure accuracy and timeliness of all online information.

## **Internal Communications Support (10%)**

- Assist in preparing and distributing internal communications (emails, texts, announcements).
- Help organize and execute communication plans for church events and initiatives.
- Coordinate with ministry leaders to gather needed content and information.

## **Administrative & Operational Support (10%)**

- Assist in maintaining the master calendar by ensuring the accuracy of submitted events.
  - Organize and manage digital assets (photos, videos, graphics, files).
  - Support project coordination and ensure deadlines are met.
  - Help recruit, schedule, and coordinate volunteer photographers or creatives as needed.
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## **Qualifications**

### **Spiritual Qualifications**

- Demonstrates a growing Christian faith and commitment to the church's purpose.
- Models biblical leadership, humility, integrity, and servant-heartedness.
- Supports the church's doctrinal beliefs and values.

### **Professional Qualifications**

- Bachelor's degree or equivalent experience in Communications, Marketing, Public Relations, or a related field.
  - Strong written and verbal communication skills, with the ability to craft compelling narratives.
  - Basic proficiency in design tools (Canva, Adobe Creative Suite, etc.).
  - Familiarity with social media platforms and scheduling tools.
  - Basic photography and videography skills with a willingness to learn and grow.
  - Strong organizational and time-management skills.
  - Ability to follow direction and execute tasks efficiently.
  - Ability to work collaboratively within a team and foster positive relationships within the church community.
  - Knowledge of church culture and the purpose of Crossroads Baptist Church is a plus.
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## **Personal Qualities**

- Positive, teachable attitude.
- Adaptable and able to manage multiple tasks.

- Strong work ethic and attention to detail.
  - Compassionate, patient, and dependable.
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## **Work Schedule & Physical Requirements**

- Work Schedule:
    - M/T/Th 9 a.m. – 5 p.m.
    - Wednesdays 9 a.m. – 8 p.m.
    - Sundays 8:30 a.m. – 12 p.m.
    - Special Events as needed.
  - Ability to lift up to 50 pounds if applicable.
  - Mobility is required for moving around the church campus.
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## **Compensation & Benefits**

- Salary based on experience.
- Medical, Vision, Dental
- 80 PTO Hours Annually
- Paternity/Maternity Leave