

# **BAPTIST WORLD ALLIANCE (BWA)**

405 North Washington Street, Falls Church, Virginia, 22046, USA

## **Baptist World Alliance Communications Division**

### **JOB SPECIFICATION**

for

### **DIRECTOR OF COMMUNICATIONS AND MEDIA**

## **JOB DESCRIPTION**

The BWA Director of Communications and Media (DCM) provides communication, media and marketing for the Baptist World Alliance (BWA) in a manner that is global, creative and effective. It positions BWA as a unique organization that truly reflects and represents Baptist life, thought, belief, unity and action.

The BWA DCM works in close collaboration with the General Secretary to develop and guide the BWA communications strategy and its implementation across all programs and platforms.

The BWA DCM helps the BWA speak with one voice, even as it acknowledges a variety of views and positions within the worldwide Baptist community and with the General Secretary as the chief spokesperson.

## **JOB PURPOSE**

The BWA DCM is to provide communication, media and marketing for the Baptist World Alliance in a manner that is global, creative and effective in helping the BWA to fulfill the BWA's mission, "networking the Baptist family to impact the world for Christ."

## **KEY OUTPUTS**

- BWA implements a clear communication strategy across all platforms and programs that is integrative, comprehensive, engaging, media driven (traditional and social), market research based, measurable, brand building, and sets a best in class for international engagement
- BWA creatively and effectively tells the story of the Lord's work through the BWA to a diverse constituency and the wider public leveraging social media and traditional media tools
- BWA builds and deploys a robust collection of media assets
- BWA successfully raises resources to accomplish the mission of the BWA, including significant online campaigns
- BWA develops an active marketing strategy including segmented approaches, brand promotion and monitored evaluation
- BWA cultivates additional communications specialists
- BWA fosters positive media relations and is positioned to engage the public square

## MAIN DUTIES AND RESPONSIBILITIES

The Director of Communications and Media maintains the following responsibilities:

- Strategy
  - Setting overall communication and media strategy implemented across all divisions of the BWA that is integrative, comprehensive, engaging, media driven (traditional and social), market research based, measurable, brand building, and sets a best in class for international engagement
- Media (Video/Photography)
  - Produce compelling videos actively and regularly and utilized as a key cornerstone of BWA strategy
  - Capture and deploy compelling photography across the BWA
  - Effectively grow and manage all BWA communication assets and the digital media library
- Fundraising
  - Work closely and collaboratively to champion and directly oversee online fundraising as a key cornerstone for BWA fundraising efforts
  - Work closely and collaboratively in all additional BWA fundraising endeavors
- Communication
  - Oversee the creation of all publications, publication schedules, and comprehensive communication plans
  - Implement innovative and measurable communication strategies to educate and garner greater participation in the ministries of the BWA by member bodies, churches and individuals through inspiring design, content and campaigns
  - Know and help communicate the story of what the Lord is doing through the BWA, member bodies, churches and individuals in a manner that demonstrates the multi-cultural and multi-lingual nature of BWA ministry
  - Manage the production of podcasts
  - Support the General Secretary and the President with communication (writing, speaking, Facebook and social media, and public media)
  - Effectively write and speak as one of the communicators of the BWA
- Online Presence and Social Media
  - Develop and maintain a stellar website and Internet presence
  - Evaluate and enhance search engine optimization including the development of search word elevation
  - Lead a best in class social media presence that empowers member bodies, churches and individuals to share BWA stories and initiatives virally
  - Build clear processes and innovative campaigns that increase church and individual awareness and transforms them into engaged participants
- Marketing
  - Develop a marketing plan that reaches established and potential segments of BWA life quickly and effectively
  - Mobilize related team members to work with efficiency and flexibility measuring results and adjusting as necessary

- Build awareness among the current constituency and identify and grow new potential segments, member bodies, churches and individuals who see the BWA as an innovative leader/partner in Kingdom ministry
- Measure and manage the BWA brand and image as a right choice
- Monitor, evaluate, and report on emerging media changes in order to ensure the BWA is most effectively and creatively communicating
- Public Square
  - Serve as the primary press officer for the BWA
  - Cultivate relationships with media organizations and individuals around the world within Baptist, Christian and public square categories
  - Actively garner, track and measure interviews, features and mentions of the BWA in all media including print, online, radio and television
  - Create Press Release schedules and comprehensive Press Release plans
  - Train BWA team and constituencies in media engagement
- Partnership Development
  - Develop training and tool kits that can help member bodies and churches increase their communication strategy and reach
  - Build an advisory team of professionals who can assist the BWA's kingdom assignment
  - Maintain a collaborative approach as a key relationship connector in a complex and highly diversified organization so as to broaden impact for less
- Organizational Leadership
  - Assist in the successful design and completion of all BWA meetings, especially annual gatherings
  - Supervise additional members of the Communications and Media team, paid and volunteer, in a manner that models, coaches and inspires best performance
  - Create, manage and monitor the divisional budget
- Other duties as assigned

<b>JOB DIMENSIONS</b>
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The Director of Communications and Media:

- Supervises any assigned staff according to relevant BWA procedures
- Works in collaboration with all BWA directors and other senior staff
- Prepares and submits an annual program of work and budget on the basis of a clear communications strategy
- Relates to an Advisory Committee of peers
- Reports to the BWA General Secretary

## REQUIRED COMPETENCIES

- Christian maturity and commitment to personal spiritual growth
- Demonstrated commitment to a local Baptist church
- Theological sensitivity and understanding of Christian theology in general and Baptist distinctives in particular
- Knowledge of the history, programs and practices of the BWA
- Experience developing and implementing communications strategies that are engaging, media driven, market research based, measurable and brand building
- Experience in overseeing production of videos as a cornerstone strategy
- Experience in successful fundraising activities including online campaigns
- Experience in marketing
- Experience in leveraging social media and traditional tools to effectively tell the story of the organization
- Experience in press and public relations cultivation
- Ability to work and respond quickly in highly competitive markets
- Ability and willingness to travel including internationally
- Good interpersonal skills, including giftedness for cross-cultural relationships
- Excellent command of the English language, the official working language of the BWA
- Excellent verbal communication skills
- Superior writing, editing, copyediting and proofreading skills
- Competence in the use of computer and mobile technology
- Understands latest developments and trends in communications and media industries
- Strong management skills, including ability to manage a variety of key initiatives concurrently; capacity to prioritize work efficiently, supervise staff and meet strict deadlines
- Proven track record in growing a communications division, team and budget required; entrepreneurial skills valued
- Excellent understanding of international affairs; experience in working in international contexts preferred
- Ability to build relationship with Baptist communicators and other communication professionals
- Strong commitment to working collaboratively with all constituent groups
- Ability to work on own initiative and as a team member
- Knowledge of a second language a plus

The Director of Communications and Media usually has an advanced degree in a relevant communications field and multiple years of proven experience.

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