

Church Promotions Specialist Position Description

SUMMARY

The Church Promotions Specialist shall be responsible for creating all promotional material for church activities and events; administration support for events and activities; strategy and execution of our website and social media channels; creating multimedia content across social media including the website, mobile and email platforms. The Promotions Specialist shall be a born again Christian.

FBCPC VISION & VALUES

Our mission is to bring HOPE to Palm Coast by Helping the Family to Succeed, Opening Hearts to God Daily, Practically Serving Others and Equipping the Next Generation. Our goal is to provide an excellent spiritual environment which reaches the lost with the gospel and equips believers to think and act in accord with the Bible's teachings.

GIFTS

- Administration
- Serving

QUALIFICATIONS

- Stable, maturing Christian.
- Certification or equivalent experience in Promotions / Media Technology preferred.
- Minimum 2-3 years' work experience in event promotions, marketing, or a related discipline.
- Proficiency in graphic design, social media strategy, and web design.
- Strong computer, organization, and creativity skills.
- Strong interpersonal skills; friendly and able to work with diverse groups.
- Self-starter, able to multi-task and work under pressure to provide support to the whole church program.
- Excellent communication and copywrite skills.
- Agree fully with our doctrines & beliefs as outlined.

DUTIES & RESPONSIBILITIES

1. **CHURCH DUTIES** – Creates internal and external communication via ads, flyers, brochures, newsletters, e-blasts, etc. for church member and guest information & promotion purposes.

Works alongside the staff and ministry leaders to create consistency in messaging and FBCPC brand from all aspects.

2. **CHURCH PROGRAMS** – Helps to organize, setup and administer Church-wide activities and events and creates event registrations and forms as needed. Creates advertisements (flyers, brochures, postcards, social media, etc.) to promote scheduled services and events across all age groups. Creates pre-service announcements for church services.

3. **SOCIAL MEDIA/WEBSITE** – Ensures new and consistent information (article links, stories, and events) are posted regularly to FBCPC's online presence platforms. Manages and monitors social media conversations across the FBCPC (and its ministry groups) social media platforms, and creates messaging and communication strategies, particularly Facebook. Creates new content, updates regularly to, and maintains church website. Keeps current with emerging web technologies through relevant blogs, listservs, and events.

4. **OTHER DUTIES** – Other duties as assigned.