

## **Marketing and Communications Director**



**New Birth Missionary Baptist Church** is a vibrant and rapidly growing ministry located in Stonecrest, Georgia. Dedicated to spreading the message of Jesus Christ, New Birth focuses on transforming lives through worship, fellowship, and community outreach. The church serves a diverse congregation committed to spiritual growth, social justice, and community service.

Under the dynamic leadership of Senior Pastor Dr. Jamal H. Bryant, New Birth emphasizes innovative worship experiences that blend contemporary and traditional elements, creating an atmosphere that is both spiritually uplifting and culturally relevant. Dr. Bryant's visionary leadership and passionate preaching have invigorated the congregation, fostering a community that is engaged, supportive, and mission focused.

With a rich history and a forward-looking vision, New Birth Missionary Baptist Church stands as a beacon of hope and a catalyst for positive change in the greater Atlanta area and around the world. The church's dedication to fostering a loving, inclusive, and supportive community empowers individuals to live out their faith in meaningful and transformative ways.

### **Position Overview:**

The Marketing and Communications Director is responsible for leading all aspects of the marketing, branding, and communication strategies that support New Birth's mission and vision. The role requires a leader passionate about Christian values and committed to promoting the ministry's message across multiple platforms. This role oversees the development and execution of integrated marketing campaigns, internal and external communication, media relations, digital marketing initiatives and brand consistency. The omission of specific duties for this position does not exclude them if the work is similar or related. Other duties may be required and assigned.

### **Key Responsibilities:**

**Strategic Leadership:** Develop and execute comprehensive marketing and communications plans that align with the ministry's goals and Christian values. Ensure consistent messaging across all channels, including digital and print.

**Brand Consistency:** Oversee the development and maintenance of the ministry's brand, ensuring that all marketing materials reflect New Birth's values and mission. Maintain a strong and consistent brand identity across all touchpoints.

**Content Creation and Management:** Lead the creation, curation, and distribution of compelling content that engages the ministry's target audiences. This includes managing the newsletter, press releases, blog posts, text messaging, promotional materials and more.

**Digital Marketing:** Direct the ministry's digital marketing efforts, including Search Engine Optimization (SEO), email campaigns, social media strategies, and website management. Utilize analytics to track performance and adjust strategies to maximize reach and engagement.

**Public Relations:** Serve as the primary contact for media relations, developing and maintaining relationships with media outlets and ensuring positive coverage of the ministry's activities. Manage crisis communications with a calm and strategic approach.

**Team Leadership:** Manage and mentor a team of marketing and communication professionals, fostering a collaborative environment that encourages creativity and excellence. Provide guidance and support to ensure the team's success in meeting objectives.

**Budget Management:** Develop and oversee the marketing and communication budget, ensuring efficient resource allocation while achieving desired outcomes. Monitor expenditures and adjust plans as necessary to stay within budget.

**Church Membership Database:** Fellowship One

**Church Historian:** Responsible for gathering, capturing, and communicating historical markers, milestones, and achievements of New Birth Missionary Baptist Church and its Senior Pastor.

Other duties as assigned.

**Qualifications:**

Bachelor's degree in Marketing, Communications, Public Relations, or a related field.

Proven experience in a senior marketing or communications role, preferably within a faith-based organization.

A minimum of 3-5 years of experience, preferably in a church or non-profit organization.

Strong understanding of digital marketing strategies, including social media, SEO, and email marketing.

Excellent written and verbal communication skills.

Ability to lead and inspire a team, with a track record of developing high-performing teams.

Commitment to New Birth's Christian values and mission.

**Monthly Report Expectation (Performance Metrics)**

- Website traffic and digital performance
- Audience growth
- Brand awareness and reputation measures
- Internal communication effectiveness
- Marketing ROI and budget performance

## **Faith Alignment**

- Supports the mission and vision of NBMBC
  - Active membership preferred
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## **Work Environment**

- Flexible work hours, including evenings and weekends, and occasional travel required.
- Reporting on-campus (+Approved Remote Days)
- Supervises Communications Team Receptionists

## **Salary + Benefits**

- Full-time – Annual Salary Range: \$65k to \$70K
- Health + Life Insurance
- Paid Time Off

## **How to Apply**

Submit resume to: [Jobs@newbirth.org](mailto:Jobs@newbirth.org)

Those whose qualifications most closely align with our needs will be contacted to move forward in the selection process. Calls will not be accepted.