



Director of Communication

Employment Type: Full-Time (40 hours per week)

Job Purpose:

The Director of Communications at Ezekiel Ministries plays a pivotal role in the organization's success by crafting and delivering compelling stories that inspire others to take action as donors, volunteers, staff, and more. This role is responsible for maintaining a consistent and engaging online presence, utilizing photography and video editing skills, coordinating various communication efforts, and overseeing the organization's brand image.

Qualifications:

- Bachelor's degree in Public Relations, Marketing, Communications, or a related field.
- Proficiency in photography and video shooting/editing.
- Expertise in social media platforms, including but not limited to Facebook, Twitter, Instagram, and Mailchimp.
- Familiarity with Adobe Creative Suite is a plus.
- Strong written and verbal communication skills.

Responsibilities as Follows

Content Creation:

- Develop and execute a comprehensive communications strategy internally and externally that effectively communicates Ezekiel Ministries' mission and vision.
- Create and curate social media posts, videos, graphics, and emails in alignment with the communications schedule to engage and expand the organization's audience.
- Project manage multiple campaigns, including fundraising, marketing, awareness, and other initiatives.
- Use photo, video, and graphic design skills to produce compelling visuals that enhance storytelling.

Video Production:

- Use photography and video skills to capture meaningful content during visits to Ezekiel Ministries' programs, events, and activities.
- Create professional video content, including script development, lighting, and equipment usage.
- Edit videos and photos to tell a compelling story.
- Collaborate with team members to plan and execute strategies that utilize video and other media elements effectively.

**Email Marketing:**

- Plan, design, and manage Mailchimp weekly newsletter emails, ensuring consistent and engaging content.
- Maintain the mailing list, segmenting it as necessary for targeted communications.

Research and Innovation:

- Stay current with trends in communication practices and tactics, both internally and externally, to enhance the effectiveness of messaging.
- Investigate new, trending, and effective methods of communication to ensure the organization's stories are fully received.

Press Relations:

- Write and distribute press releases on a regular basis to generate media coverage and raise awareness of Ezekiel Ministries' activities.

Brand Management:

- Preserve, build, and protect the Ezekiel Ministries brand identity.
- Oversee all templates for proposals, job offers, and other documents that engage potential partners, clients, or staff.

Website Management:

- Manage all website content and collaborate with external agencies to ensure timely completion of web and production collateral projects.

Event Support:

- Design signage for all sites and special events to create positive first impressions for parents, volunteers, and staff.
- Manage media for fundraising events throughout the year and ensure timely delivery of messaging.

Annual Report:

- Collaborate with the Director of Development to create the annual report, ensuring it effectively showcases the organization's impact.

Campaign Execution:

- Plan, design, and execute various campaigns with clear communications, graphics, media elements, and more. These campaigns include:
 - Mentor Month (January)
 - Annual Report (February)
 - Midlands Gives (May)
 - Annual Banquet (October)
 - End of Year Giving (Winter)



Other Duties:

- As assigned by the organization's leadership.

Key Competencies

- Strong storytelling skills.
- Exceptional project management abilities.
- Excellent time management and multitasking skills.
- Effective collaboration and communication within a team.
- Dedication to the organization's mission and values.

Note: This job description is intended to convey information essential to understanding the scope of the position and is not an exhaustive list of responsibilities. Additional duties and expectations may be assigned as needed to support the organization's mission.