



Job Title: Communications Assistant

Reports to: Executive Pastor

Works closely with: Lead Pastor

Personal Qualifications:

Character

- Demonstrated desire and lifestyle of helping people find and follow Jesus.
- Strong work ethic, strong family relationships and an intimate relationship with God.
- Demonstrated love for being used by God in ministry.
- Demonstrate Godly principles in personal and home life.
- Pass a criminal records background check.
- Demonstrated emotional healthiness.

Chemistry

- Ability to work well with the general public, the congregation and other staff.
- A team player.
- Fully engage in Bow Valley community, along with spouse and family, if applicable.
- Support of beliefs, vision, and leadership of Bow Valley Christian Church.

Competence

- The ideal candidate will have a communications degree from a recognized University, College, or Technical School. Related experience may be recognized as an equivalence.
- Ability to develop and maintain both internal and external communications strategies.
- Technology skills and aptitude – Word, Adobe, InDesign, social media, general website design, etc.
- Ability to act as a receptionist.

Primary Duties (overseen, delegated, or accomplished)

- The person filling this role will be the “first-face” and “first-voice,” of the church, and will be responsible for much of the printed material of BVCC.
- Answer phones and direct calls.
- Answer the front door during business hours.
- Coordinate and communicate the church activity calendar.
- Maintain the church database and photos.

- Manage facility and equipment bookings.
- Produce and distribute printed and digital materials.
- Maintain a social media presence on appropriate platforms.
- Help oversee video production teams.
- Coordinate BVCC internal and external advertising.
- Think creatively about the variety of audiences within a church and suggest ways to reach each audience.
- Find and tell stories of the difference the church is making in people's lives.
- Maintain church website and church app.
- Send out crisis communications.
- For a complete list of Channels of Communication overseen, delegated, or accomplished, see the appendix of this document.

Benefits:

- The salary for this position will reflect the training and experience of the successful candidate.
- Benefits including extended health and dental insurance are included.

Please reply to the Executive Pastor
Keith Shields
Keith@BVCCChurch.ca
587-438-1406

Appendix:
Channels of Communication

Offline

Posters
Bulletin
Word of Mouth
Digital Slide
Audible Announcements from Stage
Print Ads
Postcards
Handout
Newsletter
Billboard
Video Clips

Online

Church App
Website (event and news pages)
Website Graphic
Website redirect
Local Web Banner
Local Web Link
Family Newsletter/Youth Letter
Facebook
Twitter
Instagram
Digital Signage
Email
Targeted Email
Sermons
Video Clips
HUB Group
HUB form
HUB banner
HUB Calendar
HUB invite
HUB Rooms & Resources Booking

Who: target audience

What: Be Clear

Be Concise

Be Consistent

Be Compelling

When: timeline of execution

Why: how does this communication fit with our overall mission?

How: channels

By Whom: Passion over skills.