



FIRST BAPTIST CHURCH ALEXANDRIA

Position Title: Communications Coordinator

Direct Supervisor: Director of Operations

Date Prepared/Revised: 01/15/2026

FLSA Class: Exempt

Status: Salary, Part-Time

Position Summary

The Communications Coordinator will support the vision, mission and guiding principles of First Baptist Church of Alexandria (FBCA) by leading all components of communications and marketing. This position will advise, develop and execute a cohesive communications strategy for all FBCA ministries. The Communications Coordinator shall have a personal relationship with Jesus Christ, a calling to ministry as evidenced by a daily walk with the Lord, and a passion for the advancement of the ministries of the church.

Duties and Responsibilities

The position is responsible for communication to the congregation and prospective visitors, as well as oversight and execution of all aspects of communications, including social media, branding and marketing outlined below:

- Manage FBCA websites, including content, functionality, web platforms, online presence, accessibility and website updates or upgrades as needed
- Create a weekly e-mail newsletter to communicate church news and ministry events
- Design a weekly church service bulletin
- Lead efforts in communicating emergency information such as church closures in a timely manner
- Enhance FBCA's social media presence on platforms such as Instagram, Facebook and TikTok and creatively build followers
- Work closely with FBCA's audio visual and lighting (AVL) team to produce creative promotional videos. This includes conceiving, scripting and casting, as well as overseeing video shoots, editing and post-production
- Design all art and promotional materials related to church activities, facilities, websites and social media and oversee all written materials related to promotions and events
- Monitor the presentation and style of all promotional materials representing FBCA, including the use of logos and images that represent FBCA
- Schedule meetings with FBCA Ministries to maintain current understanding of planned ministry activities and promote equally
- Develop and implement an editorial calendar that coordinates all FBCA ministries, programs and promotional items
- Other duties as assigned by the Director of Operations and Senior Pastor

Position Requirements

- Endorse and support the Church's Purpose Statement, Constitution and Bylaws.
- Enforce and maintain all policies and procedures of the church
- Contribute to a healthy workplace environment by fostering cooperation, teamwork, respect, trust and dependability among colleagues
- Faithfully radiate energy, friendliness, righteousness, fellowship and stewardship in promoting the Lord's work at FBCA

Preferred Experience

- Education or competency in graphic design or media art, Adobe Creative Cloud, Canva, videography, photography, other media or creative platforms
- Excellent written and verbal communication skills

"And how are they to believe in him of whom they have never heard?" - Romans 10:14

Employee

Date

Direct Supervisor

Date

Director of Finance and HR

Date