

## *the bridge* **COMMUNICATIONS**

**The Communications Department at the bridge exist to create strategies and media to help internal and external audiences connect with the events and initiatives at the bridge. Below are a couple of serving opportunities that will help us fulfill our mission effectively.**

### **Digital engagement manager**

The digital engagement manager works closely with the communications pastor to envision and manage engagement strategies for our internal digital community platform. The digital engagement manager also helps all Ministries create a rich digital plan to provide the bridge with a 24/7 touchpoint for discipleship, communication, and empowerment on our platform.

### **Digital engagement team member**

Being a part of the digital engagement team means that you function as an executor of digital engagement in our digital community platform. This role focuses on helping people connect on our digital platform, answering any questions people may have, working with Ministries to help them implement their ideas, and working with the digital engagement manager to implement the overall strategy.

### **Social media Squad**

The social media Squad is a team focussed on implementing our social media strategy at the bridge. The SMS team members will create strategies for social media engagement, curate life-changing content, create engaging original content, connect with others on social media, and expand the reach of our social media strategies through creative thinking.

Some examples of what this team might be involved in include creating engaging story content for Facebook, Instagram, Tik Tok, finding great stories that communicate Bridge values, and connecting with graphic and video teams to create original content. This team works with ministries, creative directors and the communications Pastor to help develop effective communication campaigns on social media.

### **Content developer, curator and writer**

The bridge engages with people through many different media types. Because of this, we are looking for a team of talented writers and content Developers. We are looking for individuals to help with copywriting for websites, landing pages, devotional resources, marketing campaigns, training courses, and more. Content development on these

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platforms is becoming more necessary as we move forward. Increasing our effectiveness here helps us reach more people for Christ.

### **Videographer/Video Production**

If you have a passion for film and video production, we need you in our bridge cinematography team. Video is increasingly becoming one of the most effective forms of communication. Because of this, we desire to build a team of video storytellers, directors, and producers to join our team. You will participate in various film projects across multiple ministries at the bridge.

### **Graphic designer**

Graphic design is an essential part of communications. We are looking for a team of individuals gifted in visual design to help us communicate what God is doing at the bridge. You will create graphics for video assets, print products, websites, apparel, events, campaigns, and more on this team. You may also have the opportunity to be involved in strategic planning around visually representing various initiatives at the bridge.

### **Actor**

The Communications Department is looking for people passionate about acting. This role may involve on-camera acting for promotional videos, various creative projects, and may include in-person on-stage moments as well. We're looking for people comfortable presenting in front of a camera. This is an "on-call as projects arise" type of role.

### **Data management**

The Communications Department is looking to better analyze and understand the effectiveness of all our communication channels. This team is involved in capturing the data for these channels, organizing the data according to our goals and helping understand areas of improvement. To this end, we are looking for people gifted in data entry and management to help us collect, organize, and interpret it for greater effectiveness. This role involves looking at Google analytics data for all of our websites and our engagement data for email, social media, advertising campaigns, and mobile apps.

## **Creative director**

The Communications Department is looking for individuals interested in helping with creative direction for ministry marketing campaigns. This role involves listening to the goals and objectives of pastors and Ministry leaders and coming up with creative ideas for effective marketing and communication. This role works closely with the communications pastor to create an effective strategy. They will also interact with graphic and video teams and members of the SMS team to help bring their ideas to life.