



Strategic Communications Director Position Description

The Organization:

The BTS Center is a 501(c)(3) private operating foundation in Portland, Maine, growing from the deep roots of the former Bangor Theological Seminary. Although no longer a degree-awarding institution, today The BTS Center offers theologically grounded programs of spiritual and vocational formation, in service to its mission: *to catalyze spiritual imagination with enduring wisdom for transformative faith leadership*. Inspired by the vision of *human hearts renewed, justice established, and creation restored*, The BTS Center offers a wide array of programs like workshops and retreats, learning communities, reading groups, public conversations and rituals, and projects of applied research, all in an effort to cultivate and nurture *spiritual leadership for a climate-changed world*.

The BTS Center seeks to honor the work of God in the world by committing to these values:

- Courage: honestly engaging our changing religious landscape
- Resilience: cultivating the ability to adapt
- Collaboration: doing more together
- Generosity: readily giving of ourselves and our resources
- Integrity: holding ourselves to high standards in all we do

Statement of Purpose:

The Strategic Communications Director works closely with the Executive Director, Associate Director, Operations Manager, and The BTS Center's Program Team to oversee external communications and media relations, to promote programs, to draw constituents into deeper relationship, to direct the communication of research findings, and to ensure consistency of messaging that aligns with the organization's mission, vision, and core values.

Responsibilities:

The Strategic Communications Director will:

- Collaborate with Executive Director and others in developing and implementing a communications and media relations strategy, including defining short- and long-term goals and objectives related to The BTS Center's vision, mission, and programmatic priorities
- Develop and manage a communications budget
- Coordinate with communications contractors and staff colleagues
- Manage work plans and lead meetings
- Take the lead in directing external communications
- Oversee management of website
- Draft blog posts, engage authors, and manage blog to ensure that fresh content is posted regularly
- Coordinate, compile, and disseminate weekly e-newsletters and program spotlights
- Collaborate with contractor to ensure strong social media presence: Facebook, Instagram, and LinkedIn
- Develop and implement a strategy for traditional media relations and draft press materials
- Oversee development of annual Report to the Community and occasional print newsletter pieces, in collaboration with graphic designer and printer
- Write website and e-newsletter copy and communications pieces for a variety of external audiences
- Develop and implement a strategy to promote programs, with a goal to widen and deepen engagement
- Collaborate with Research Team to develop and implement a strategy for communicating research findings to a non-academic audience
- Collaborate with Program Team to develop and implement a strategy for growing podcast listenership

- Develop, update, and manage inventory of internal and external communications tools and platforms
- Compile data to analyze and report on communications impact
- Ensure compliance with brand guidelines: style guide, messaging strategy, video production standards, and design standards
- Collaborate with Executive Director in devising and implementing a development / fundraising strategy
- Assist in hosting online events and sometimes take a forward-facing role in co-leading / co-hosting public programs
- Interface with partners, program participants, and media
- Help to nurture positive relationships within The BTS Center team, with partners, and with the public
- Participate in organization-wide strategic planning and goal-setting
- Contribute as an important member of a small staff team, serving as a resource and collaborator at all levels of the organization

Note: The duties and responsibilities described here do not represent a comprehensive list. Additional tasks may be required from time to time.

Qualifications and Personal Characteristics:

The Strategic Communications Director should demonstrate the following qualifications and personal characteristics:

- Strong resonance with the mission, vision, and core values of The BTS Center
- Demonstrated interest in issues related to spiritual leadership and the climate crisis
- Expertise in leading communications strategy for a mission-driven organization
- Well-developed administrative, organizational, and leadership skills
- Demonstrated commitment to the principles of justice, equity, diversity, and belonging
- Highly effective communication skills: verbal, written, editing, and proofreading
- Experience in communicating with socio-economically, racially, and religiously diverse audiences
- Ability to strategize, plan, and delegate effectively
- Basic competency with graphic design and/or strong graphic sensibilities
- Proficiency with a range of communications platforms, including social media
- Project management skills
- Attention to detail
- Ability to work independently and to take initiative
- An open-minded, collaborative, encouraging spirit that assists in the building of a team
- Proven ability to listen, assume positive intent, manage conflict, and identify solutions
- Flexibility, adaptability, and ongoing practice of self-reflection
- An awareness of current realities facing faith communities and of the changing religious landscape

Desirable Experience:

- Being part of a nonprofit team
- Utilizing graphic design platforms
- Drafting blog posts and managing a blog
- Building a podcast audience
- Communicating research findings to a general audience
- Videography and video editing
- Photography and photo editing
- Writing for publication
- Development / fundraising

Salary & Benefits:

This is a full-time, exempt position, offering competitive compensation and benefits:

- Salary: \$75,000 – \$80,000, commensurate with experience
- Employee medical, dental, and vision insurance
- 403(b) retirement plan with employer contribution and match

- 20 days paid vacation, plus personal days and sabbatical option
- 10 paid holidays
- Opportunities for professional development

Collaboration & Accountability: The Strategic Communications Director works collaboratively with and under the supervision of the Executive Director, in close collaboration with a small Communications Team that includes a part-time Staff Writer, a part-time website manager, and a contracted digital media specialist.

Work Space: The position will be oriented toward The BTS Center's collaborative office space located on India Street in Portland, Maine, with flexibility for a hybrid office / at-home work balance.

To apply: Please send a thoughtful cover letter, resume or CV, and two writing samples by July 15 to info@thebtscenter.org. Applications will be reviewed as they are received, and the position will be filled as soon as a suitable candidate is identified.

Start date: Ideally by September 1