

Communications Team

Purpose of the Communications Team:

The purpose of the Communications Team is to manage the churchwide communications within the church, as well as advertising and communication to those outside of the church. The Communications Team is responsible for the Church's Social Media pages, Website content, Calendar, and the administration of its Slack channels, and working with other Teams or Task Forces to promote events.

Team Leader Responsibilities:

The Team Leader has primary responsibility over the communications within and outside of the church, beyond the preached Word. It is the leader's responsibility to recruit Team Members to assist in managing the church's communications, and to assign them to the different tasks as necessity and giftings allow. The leader will ensure that each member has what they need to accomplish their tasks. The team leader will work alongside new recruits to acclimate them to the new roles, and will be responsible for encouraging the members to working at a reasonable standard of quality (and, if there is no improvement after a reasonable amount of time, in replacing team members with others more apt to do the tasks). They will be in communication with the pastors regarding the effectiveness of the team, and ensuring that the content distributed by the team is theologically sound and in line with the pastors' oversight of the church as a whole. They will also discuss with the pastors what (if any) reports ought to be made for the benefit of the congregation.

Tasks:

Social Media Management

Responsibilities: They will work alongside the Team Leader to determine what social media platforms to invest time and energy in. They will create content for these platforms, and engage with people online on behalf of Highland View Baptist Church. Any posts with overtly theological content will receive approval from at least one pastor before posting. They will be responsible for advertising any events or programs that they and/or the Team Leader deem worth posting.

Website Content Management

Responsibilities: To keep the website current, engaging, and informative. This includes ensuring the most recent sermons are available through the website, and that prospective attenders are able to get relevant, accurate information regarding the church's beliefs, programs, and events. They will work with the Tech team to resolve any issues on the technical side regarding the website. Content regarding the church's beliefs and overall practices (not including programs or events) will be provided by the pastors.

Slack Administration

Responsibilities: To ensure that new members are given invitations to the Slack channel, and to be their liaison as they are welcomed to the slack channel, answering questions they might have, if possible. This task also involves removing from the Slack channel people who have had their membership removed. As this obviously involves working with Slack, whoever handles this task will be in contact with the Tech team for technical issues and questions regarding Slack. In addition, they will work with the manager of the calendar to advertise any events or programs on Slack.

Bulletin Creation

Responsibilities: To prepare the upcoming Sunday's bulletin. They will work with the Minister of Music to ensure an accurate Order of Worship in the bulletin. They will also work with the manager of the Calendar as needed to ensure important information is present on bulletin. In addition, the creator of the bulletin will distribute the bulletin in a digital file to the Lead Pastor so that he can print out the bulletin in a timely fashion.

Proclaim Slide Management

Responsibilities: To create, upload, and manage the opening slides in Proclaim for Sunday Morning Services. The person responsible for this task is only responsible for the announcements in the pre-roll loop that runs before service begins. They will have access to our Proclaim software and will be responsible for ensuring that all slides are current.

Calendar Management

Responsibilities: To maintain a digital calendar for HVBC. They will be in contact with the pastors and deacons, who will be responsible for ensuring that any upcoming events or changes will be communicated with the manager of the calendar. If anyone elects to keep a physical calendar alongside the digital calendar, this task also involves ensuring they have access to the digital calendar.

Outdoor Sign Management

Responsibilities: To maintain the sign outside, and to regularly change the lettering upon it. They will work alongside the Team Leader to determine what will be displayed on it.

Organizational Structure:

This Team Reports to: The Pastors

As the communications of the church are intrinsically tied to the Word ministry of the church, it is reasonable to conclude that the Communication Team should work directly under the oversight of the Pastors of Highland View Baptist Church.

Recruiting Team Members

It is the responsibility of the Team Leader to recruit Team Members. The team leader should meet with the prospective member (can be either formal or informal, in person or digital, as decided by them). Once both the leader and the new team member are in agreement on what task(s) the member will be responsible for, the team leader will inform the pastors about the team update. The new member may begin functioning in that role immediately (or as the leader and new member have agreed upon).

As per Article III, Section C, paragraph 1 of the Constitution, only members may hold standing positions on the Team. If a non-member desires to assist the team, he or she may contact the leader, and with the pastors' approval they may assist in an ad-hoc fashion. In such a case, the leader and the non-member should agree on how long to serve and/or what constitutes completion of their service.

If a team member is not serving as he or she ought, the team leader ought to approach the matter to them in a gentle, loving, and gracious matter. If there are underlying causes, the leader ought to encourage them, and perhaps to recommend the member contact the pastors for counsel or someone else for help. The team leader should be gracious and patient with them. Yet if the ministry continues to be negatively impacted, the leader should discuss relieving the member of team duties. If possible, the departing member should do what they can to prepare a new recruit for the job. Furthermore, the team leader may recruit that member at a later time, either to the same task(s) or different ones. The pastors also may remove a member from a team, after having discussed the issue with the team leader.

Team membership is a voluntary role. If a team member no longer wishes to serve in that position, they should contact the team leader and discuss the situation. The departing member should do what he or she can to serve the church even in laying down the responsibilities of this team. If the team leader is able to recruit another member to take their place, they should teach the new member and prepare the new member for success. In any case of membership change, the team leader should inform the pastors.

Changing Leadership

If the Team Leader seeks to lay down their leadership role, they should do whatever they can to train up a successor. They should also be in contact with the pastors so that they can assist with

the transition. With pastoral approval, the chosen successor will serve as interim leader, to be received as the new Team Leader upon a majority vote by the team members.

If there is an unexpected vacancy of the Team Leader position, the pastors may select one of the team members to serve as an interim leader, while the team prepares to elect a new leader (who may or may not be the interim leader). If 60 days passes from the time the interim leader is selected without the team having selected a new leader, the interim leader becomes the new Team Leader.

In the event that the pastors do not believe the team leader to be appropriately holding that position, they ought to meet with the leader and express their grievances. If time has passed and the situation does not appear to have gotten any better, the pastors may choose to remove that person as team leader, and/or remove them from the team as a whole. These actions are not a substitute for any church discipline that may be necessary for unacceptable conduct (see Article VIII; Section A of the Constitution). As with an unexpected vacancy, the pastors will select a team member to serve as interim leader, following the same process as above.

Approving and Amending This Policy

As it is the responsibility of the pastors to establish ministry policies (See Article IV, Section B, paragraph 5 of the Constitution), the policy regarding this team may be implemented by pastoral approval. Yet the pastors ought to consider the wisdom of the team leader, and the experience of the team members in making any official policy or change to said policy.

It is important that the team act under the oversight of the pastors and the direction in which they are to lead the church. But given the fallibility of all men (pastors included), in the event that the team believes the pastors to have made a critical error regarding something in this policy, they may request that the pastors call a Special Called Members Meeting. (Should the pastors choose not to call a meeting, a written request for such a meeting signed by at least 20% of the membership is sufficient to require a meeting to take place). For each effective change, a simple majority vote in favor of the team's proposed change is sufficient to overrule the pastors' policy proposal.