

Mt. Washington Presbyterian Church

Communications Coordinator

Revised 04-06-22

Position Overview

The Communications Coordinator oversees all aspects of marketing and public relations for internal and outreach programs of the church. The nature of the position involves oversight of all branding, copy, graphics, and communication vehicles (print and digital). The Communications Coordinator is a key and integral member of the staff and, as such, works collaboratively with people at all levels of the church, communicating vision, culture, programs and ministry.

This position will initially be 20 hours a week. However, once proficiency is reached, it will be 15 hours per week and is non-exempt. As such doesn't qualify for benefits.

Reporting Relationships:

- A. Reports to the Director of Operations
- B. Partners with the Graphic Artist and Web Designer
- C. Serves as a marketing resource to various ministry groups and program staff in the church

Knowledge, Skills, and Qualifications:

- A. Faith Background
 - 1. Possesses and practices a strong Christian faith
 - 2. Understands the nature and mission of the church
 - 3. Committed to the values, mission, and worship of Mt. Washington Presbyterian Church
- B. Marketing Background
 - 1. Intimate understanding of traditional and emerging marketing channels and tools
 - 2. Excellent communication skills, both verbal and written, and an ability to communicate professionally with people at all levels of the church
 - 3. Competency with Google Analytics and social media platform analytics
 - 4. Analytical skills to forecast and identify trends and challenges
 - 5. Experience with photography
 - 6. Experience developing successful email, web, and print campaigns
- C. Work Style and Experience
 - 1. Demonstrates ability to work collaboratively with people at all levels of the church
 - 2. Demonstrates ability for strategic, innovative, and "outside the box" thinking
 - 3. Possesses strong interpersonal skills allowing the candidate to work effectively, creatively, and in partnership with people at all levels of the church
- D. Administrative
 - 1. Possesses strong technical and administrative skills limiting the need for administrative support
 - 2. Proficiency working in Adobe Creative Suite, PC, Squarespace, and MSOffice

Primary Responsibilities

- A. Integrated Communication and Promotions Plan
 - 1. Researches constituent/audience targets for branding, positioning, and ministry programs with particular attention to an audience beyond the church
 - 2. Evaluates, modifies, and develops new and existing marketing tools and products
 - 3. Manages resources for timely and efficient communication
 - 4. Works collaboratively as a team member with staff to execute and produce marketing products
 - 5. Proactively works with a broad array of staff and volunteers to promote and market church programs both internally and externally
- B. Communication Tools and Products
 - 1. Coordinates and collaborates the content, visual presentation, and production of various print and digital communication, including such things as
 - a. Web Site
 - b. Electronic/Web-based Media (Facebook, Twitter, etc.)
 - c. Newsletters (all church and target constituents)
 - d. Brochures and flyers
 - e. Bulletins/Announcement Sheets
 - f. Signs, banners, etc.
 - g. Electronic communication (email, constant contact, text messaging, etc.)
 - h. Look and feel of worship slides
 - 2. Develops materials to increase the visibility of the church in the community

Review Process

The Communications Coordinator is reviewed annually by the Director of Operations

Revised 4.6.22