

Position Description
Communications Coordinator
Messiah Lutheran Church

Position Summary

The Communications Coordinator is a part-time position supporting the mission of Messiah by developing and implementing a comprehensive, unified and effective communications plan for the church. Major responsibilities include: providing leadership for the church on strategic use of all communications including print, electronic and social media; creating and editing written, visual and audio content for the website; writing and editing copy for and designing print materials, coordinating all aspects of communications including mailings, public relations, advertising and reporting.

Reporting Relationship

The Communications Coordinator reports to the Parish Administrator, and works directly with all called and administrative staff of the church.

Major Responsibilities

The Communications Coordinator is responsible for providing communication expertise for Messiah including design, marketing and branding strategies, and implementation of The City, social media and email communications as well as managing media relations. The Communications Coordinator will also manage Messiah's presence on the web and social media networks. The Communications Coordinator will participate in development of strategic communications plans.

Printed Materials

- Responsible for the design, editing and publication of print and electronic communications for the church, communicating a clear, compelling and consistent brand identity.
- Execute design for all printed communication projects and advertising.
- Create connections and inspiration for people through the power of excellent graphic artistry.
- Preparation and distribution of a newsletter to all members and prospects in a manner that conveys a progressive, innovative, and family-friendly congregation to all recipients.
- Preparation of a weekly bulletin/newsletter.
- Design and production of pamphlets, brochures, flyers, announcements, advertising, and supporting materials to publicize and communicate the congregation's ministry.
- Coordination with staff to effectively communicate trends, needs, and special requests to the congregation, voters, council, and ministry teams utilizing the capabilities of ACS and our other systems producing graphics, charts, PowerPoint, etc.

Web

- Manage and coordinate creation and update of web content website to ensure there is constant fresh, relevant content that attracts non-members to Messiah and communicates necessary information to members.
- Ensure ongoing improvements of website, including phased updates and redesigns.
- Oversee sermon placement on website.
- Implement e-communications for congregational members, other congregations and key community partners.

Media Relations

- Responsible for establishing and maintaining effective relationships with local news media.
- Write and distribute press releases.
- Maintain media archives.

Social Media

- Research new trends and technology, implementing new concepts and ideas as needed.
- Lead Messiah's social media participation, providing up-to-date and effective electronic communications.
- Determine message and post ongoing information on social media sites (Facebook, Twitter, The City).
- Provide expertise to all ministry areas about knowing your audience and what should be posted to social media to staff and ministry teams.
- Approve and post supplied content on church social media-The City.
- Development and implementation of The City and e-mail to communicate urgent and/or vital information to all members.

Other Duties

- Attend regular Staff meetings.
- Update schedule and promote events on monitors and worship software.
- Provide technical assistance to staff when needed.
- Maintain technical knowledge by attending design workshops, reviewing professional publications, participating in professional societies.
- Maintain office phone system and messages.
- Develop innovative methods of communication to improve the effectiveness of Messiah's communications and needs.

Competencies and Abilities

- Strong personal faith in Jesus Christ, commitment to the teaching statement and ministries of Messiah.
- Membership in the congregation and regular attendance at services is preferred and may be required.
- The individual will be highly professional and positive with outstanding ability to communicate Christian message and an eagerness to explore and learn.
- May be required to be on site during major events, concerts and conferences.

Qualifications

- Excellent communication skills in writing and design.
- Strong interpersonal skills to work effectively with fellow staff, ministry leaders and teams to develop and communicate ministry goals and programs.
- Strong organizational skills to manage the communications of the church in a timely and proactive manner and the ability to lead projects assigned.
- Excellent writing, editing and verbal communication skills, and be able to succinctly summarize the various needs, announcements, programs, and ministries of the church in a clear manner appropriate to the audience in which the communication is directed.
- Flexibility to work with a variety of people under a variety of conditions, demonstrating the ability to adapt to change and work effectively in a team environment and independently.
- Ability to delegate responsibilities to volunteers, or others as required to effectively manage the responsibilities of the position.
- Graphic design proficiency to creatively design pamphlets, brochures, flyers, announcements, advertising, posters, articles, and other means of communication in an effective manner.
- Experience in website design, usability and website analysis tools.
- Computer proficiency in Windows and Microsoft products (Word, Excel, PowerPoint, Publisher). Experience with graphic design software (e.g. Adobe Photoshop, Illustrator) as well as ability to adapt and learn new software.
- Commitment to confidentiality and high ethical standards and ability to work in a faith-centered environment of a church.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is frequently required to stand, walk throughout the facility, and use arms, hands and fingers to perform tasks. Use of the senses (sight, sound, taste, smell) is necessary. Occasionally lift and/or move up to 50 pounds. Vision requirement for this job include good or excellent close/distance perception, color perception, peripheral/depth perception, and ability to adjust focus.

Working Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essentials functions of this job. The noise level in the work environment is usually low to moderate.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.