

FIRST PRESBYTERIAN CHURCH JOB DESCRIPTION

JOB TITLE: Communications Coordinator

DATE: 5/15/2018

REPORTS TO: Associate Pastor for Christian Formation and Pastoral Care

DEPARTMENT: Program

BASIC FUNCTION: Responsible for the church's comprehensive communications strategy, which advances the mission and goals of First Presbyterian Church. The Communications Coordinator will oversee the strategy's day-to-day implementation, including creating all congregational communication and marketing materials. As a full-time program staff position, significant interaction with the life of the congregation requires attendance and participation in events and programs outside of office hours.

JOB SPECIFICATIONS: Bachelor's Degree in a communications-related field is required. A minimum of 3 years communications experience; effective writing and interpersonal skills; ability to work with all forms of communications including, but not limited to, digital media, social media, all forms of print media (newspaper, newsletters, pamphlets, posters, etc.), email platforms (i.e. Constant Contact) and web design. Proficiency in Microsoft Office, Adobe Creative Cloud (Illustrator, InDesign, Photoshop, etc.) and PowerPoint. Understanding of digital/offset printing practices a plus. Familiarity and experience with congregational life is required.

SUPERVISORY DIMENSIONS: None

EXTERNAL CONTACTS: Frequent contact with mission partners of the church and relevant vendors (e.g., design firms, printers, research services, etc.)

INTERNAL CONTACTS: Frequent contact with church members, church committees, and collegial working relationships with other church staff members, especially the Pastor.

DECISION MAKING RESPONSIBILITIES: Determines, in consultation with the Communications Committee, the overall program approach to planning, organizing and developing communication strategies along with guidelines and methods for the delivery of accurate, relevant and timely information to internal and external church audiences. At the request of the Church Administrator or Head of Staff, assist with Human Resource Communications.

CONSEQUENCES OF ERRORS: Errors could result in church member dissatisfaction, loss of church members, financial loss for the church, damage to church reputation, and/or potential litigation against the church.

EXPOSURE TO CONFIDENTIAL INFORMATION: Access to church member personal information; unauthorized release of information could result in member dissatisfaction, loss of members, damage to church reputation, and/or potential litigation against the church.

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I have read and understand the duties and responsibilities of this position.

Employee

Supervisor

Date

Date

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KEY ACTIVITIES: (percentages based on a 45-50 hour week)

- 40% (1) Advance the church's comprehensive communications strategy to further the church's mission and goals:
- a. Direct and aid in designing, producing and distributing all congregational print, electronic and web-based communications, including *The Penn Street Letter* (monthly print newsletter), *The Penn Street Online* (weekly online newsletter), weekly worship bulletins, marketing brochures, annual stewardship campaign materials, electronic presentations for weekly worship service, and regular email communications including the Pastor's weekly E-Letter.
 - b. Manage and maintain the church's website as an appealing and effective outreach to the community and as a primary source of information and resources for the congregation. Work with the Communications Committee to regularly review website design, functions, and effectiveness. Track, translate, and react accordingly to website analytics.
 - c. Encourage and utilize the most effective and relevant use of social media (Facebook, Twitter, Instagram, new avenues) as a key part of the on-going development of the church's communication strategy. Track, translate, and react accordingly to social media analytics.
 - d. Motivate and equip the congregation's leadership, members, and staff with methods to communicate and explain particular ministries of the church through high quality content used both internally and externally. Oversee branding integrity for all church communications/marketing through updating (as needed), distributing, reviewing with members and staff the church's Graphic & Style Guide, and ensuring all print/digital materials reflect brand standards.
 - e. Serve as staff resource to the Communications Committee as it evaluates, oversees, and expands the church's communication ministry. (Including annual Communication Committee budget development and implementation.) Engage the committee in interpreting relevant research to properly market to identified target audiences, with special emphases on the urban residential communities near the church, while also understanding that First Presbyterian is a regional church drawing from multiple communities and counties.
 - f. With the Communications Committee, oversee the creation of a church directory — print or electronic — no less frequently than every four years.
- 40% (2) Engage in the full range of mission and ministry of First Presbyterian Church by attending committee meetings, church events, and church outreach efforts in order to write knowledgeable and compelling communications to tell the story of First Presbyterian Church.
- 10% (3) Manage the church's relationship with relevant vendors (e.g., design firms, printers, research services, etc.)
- 10% (4) Performs other duties as assigned by supervisor.

The above statements describe the general nature and level of work being performed. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of the position. Employees holding this position will be required to perform any other job-related duties as requested by management. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.