



Approved: 27 August 2021 IRS Worker Classification: Employee FLSA Classification: Exempt - ministerial	WSFC Employment Category: Regular, Part-Time – 20 hours/week WSFC Staff Category: Support Staff WSFC Ministerial Licensure: N/A WSFC Hiring Approval Level: Church Administrator
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SUMMARY

The Communications Coordinator furthers the West Shore Free Church (WSFC) mission by helping establish a culture of intentional communication, which includes telling stories that encourage and inspire the church family to engage in God’s work. This position supports the Communications Manager by consistently creating and presenting stories across various media that capture attention, interest, and commitment to our mission.

QUALIFICATIONS

Ministry Specific

- Effective work experience related to:
 - Communication that engages and encourages
 - Grasping what makes a good story that informs and inspires
 - Creating and implementing workable and measurable communication systems
- Associates or Bachelor’s degree preferred in Communications, Journalism, Public Relations or a related degree or equivalent experience
- Sound writing and editing capabilities for print and digital media and ability to apply style guidelines
- Strongly preferred to have video and photo shooting and editing experience – using both a cell phone and DSLR camera
- Aesthetic discernment in print and digital pieces
- Experience and aptitude in creating and implementing timelines or production schedules
- Proficient in Word, Excel, and the ability to learn Adobe software, content management systems, email marketing systems, and other similar software
- Manifests good character and wise, discerning judgment
- Demonstrates the integration of faith with work
- Self-starter who works well with minimal supervision
- Emphasizes thoroughness, dedication, and results
- Organized and able to manage multiple, concurrent projects
- Ability to work well and graciously under pressure while facing deadlines
- Enjoys collaboration, open communication, and participation with healthy, high performing teams
- Affirms and encourages co-workers and volunteers while mitigating conflicts as they arise
- Offers honest feedback and constructive recommendations when necessary



Team

Considering the critical role each employee plays in advancing the mission that God has given us at WSFC, each employee shall:

- Express a credible personal profession of faith in Jesus Christ.
- Affirm our Statement of Faith, our Constitution & Bylaws, our Vision Frame (our Mission, Values, Strategies, and Measures), as well as abide by church positions and policies.
- Demonstrate a strong commitment to the corporate life of our church.
- Become a member of WSFC within one year of employment.

RESPONSIBILITIES

- Implements intentional strategies that promote the WSFC mission both internally and externally, which include telling stories to encourage and inspire the church family to engage in God's work

Storytelling & External Communication

- Collaborates with Communications Manager to ideate and define content goals
- Creates original, compelling mission relevant content for platforms including, but not limited to, videos, photos, written communications and graphics
- Partners with staff and ministry partners to produce content for specific events or ministries
- Adapts content for various mediums including, but not limited to email, website, Facebook, Instagram, texting and printed materials
- Actively participates on teams, like the Social Media Team, supporting communication goals
- Assembles content and design for on-going, church-wide printed materials and digital outlets like the weekly newsletter, *What's Happening*
- Collaborates with the SVL Technical Manager and Worship Coordinator for communication needs like videos to be shared in services or ad loops
- Maintains and adheres to brand standards both in voice, look, and logo

Internal Communication

- Creates and manages production timelines to ensure clear communication for involved parties
- Manages editorial calendar to ensure content messaging remains consistent across platforms
- Assesses, maintains and tracks of communication medium effectiveness through analytics

REPORTING RELATIONSHIPS

The Communications Coordinator serves under the general authority of the WSFC Elder Board and reports to the Communications Manager. The position also works collaboratively with staff, contractors, and volunteers to meet WSFC communications goals.

WORKING ENVIRONMENT

Work will be primarily accomplished on-site in a sedentary office environment and may require occasional travel. Workdays and work hours will vary to meet ministry needs.