



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

The Communications Coordinator serves West Shore Free Church (WSFC) 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 vision and goals set by the Communications Manager and Ministry Staff to further the mission of WSFC to Follow Jesus and Make Him Known.

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
- Associate’s 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
- Video, photo shooting and editing experience helpful
- 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 and growing personal faith in Jesus Christ.
- Affirm WSFC's Statement of Faith, Constitution & Bylaws, and Mission, 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

- Implement 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
- Intake and coordinate communications requests, manage communications timelines and develop project plans
- Maintain Communications Team Content Calendar
- Collaborate with Communications Team to define and execute content goals
- Partner with staff and ministry partners to produce content for specific events or ministries
- Adapt content for various mediums including, but not limited to email, website, Facebook, Instagram, texting and printed materials
- Actively participate on teams, such as the Social Media Team, supporting the Communications Team's goals
- Assemble content and design for on-going, churchwide printed materials and digital outlets including the weekly newsletter
- Collaborate with the SVL Technical Manager and Worship & Hospitality Coordinator for communication needs, such as videos, to be shared in services or ad loops
- Maintain and adhere to brand standards both in voice, look and logo
- Create and manage production timelines to ensure clear communication for parties involved
- Manage editorial calendar to ensure content messaging remains consistent across platforms
- Assess, maintain and track communication medium effectiveness through analytics
- In addition, be available to fulfill other responsibilities as assigned.

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.