WEST SHORE FREE CHURCH

POSITION DESCRIPTION
COMMUNICATIONS COORDINATOR

Approved: 27 August 2021 **IRS Worker Classification:** Employee **FLSA Classification:** Non-exempt **WSFC Ministerial Licensure**: N/A	**WSFC Employment Category:** Regular, Full-Time – 40 hours/week **WSFC Staff Category:** Support Staff **WSFC Hiring Approval Level:** Church Administrator

SUMMARY

The Communications Coordinator serves West Shore Free Church (WSFC) by providing organizational and administrative support for the church's communication efforts. The Communications Coordinator keeps projects, content and messaging organized, aligned and moving forward on schedule. This role supports communication planning, partners with staff and ministry leaders and coordinates print and digital communications to ensure consistent messaging across the church. Under the direction of the Communications Manager, this role supports the vision, goals and communication strategies established to further WSFC's mission of following Jesus and making Him known.

QUALIFICATIONS

Ministry Specific

- Effective work experience related to:
  - Creating and implementing workable and measurable communication systems
  - Exceptional organization and project coordination skills
  - Strong written communication and content creation abilities
- Sound writing and editing capabilities for print and digital media and ability to apply style guidelines
- 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
- Preferred design experience with proficiency in platforms such as Canva Illustrator and InDesign
- Displays good character and wise, discerning judgment
- Self-starter who works well with minimal supervision
- Highly organized and able to manage multiple concurrent projects while working graciously and effectively to meet deadlines
- Enjoys collaboration, open communication and participation with healthy, high performing teams
- Offers honest feedback and constructive recommendations when necessary
- Associate's or Bachelor's degree preferred in Communications, Design or a related degree or equivalent experience

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

- Intake and coordinate communications requests, manage communications timelines and develop project plans
- Implement intentional communication strategies that advance the WSFC mission both internally and externally, sharing stories that encourage and inspire our church family to engage more deeply in the mission of WSFC
- Maintain the 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
- Assemble content and design for on-going, churchwide printed materials and digital outlets including the weekly newsletter
- Maintain and adhere to brand standards 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
- Regularly track analytics across all platforms to ensure effective communication strategies
- 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.