



POSITION: **MARKETING COMMUNICATIONS COORDINATOR**

REPORTS TO: Executive Senior Pastor

JOB CLASSIFICATION: Hourly (non-exempt); full time

HOURS: Up to 37 hours per week; schedule varies weekly

JOB SUMMARY: The Marketing Communications Coordinator supports ministry by designing and implementing communication tools in dynamic ways that create energy and interest so that the congregation and the wider community can connect and engage in the ministry of Williamson's Chapel UMC.

ESSENTIAL FUNCTIONS

- Develop marketing strategies in cooperation with the staff and lay leadership of the church to determine ways to best communicate the mission, visions, and values of the church consistently across all ministry areas
- Advise and resource the staff in determining the best approach for communicating events and activities internally and externally
- Design graphics (branding and logos) for use in promotional materials to enhance the purpose of events and activities
- Communicates to the congregation and community through flyers/postcards/advertisements regarding events in a timely manner
- Create seasonal publications (Fall and Winter Books, etc.) that serve to inform and equip individual engagement in the life of the church and promote the mission and vision of the church
- Design, maintain, and update the church website as the digital front door of the church, ensuring that the website is current with the church calendar and forward-looking
- Produce and distribute weekly e-news in cooperation with the staff to ensure timely communication with the congregation about upcoming spiritual growth and engagement opportunities
- Manage content for campus TVs and worship announcement screens offering up-to-date information for engagement both for church members and outside visitors to the church
- Resource and train staff in communication matters as needed
- Work with Williamson's Chapel Preschool to produce registration materials, graphics, and other promotional materials

OTHER RESPONSIBILITIES (as needed)

- Cross-train in managing the church app
- Attend all staff meetings

MINIMUM QUALIFICATIONS (as determined by SPRC)

- Bachelor's degree in a related field or 5 years experience in graphic design, marketing, and communications
- Proficient in Microsoft Office Suite and Adobe Creative Cloud
- Knowledge of and experience with Joomla Web-based programs or equivalent

CORE COMPETENCIES

- **Project Management:** Identifies the key objectives and scope of a proposed project; garners needed resources and project support; develops a realistic and thorough plan for achieving key objectives; keeps team members briefed on progress; implements action plans, communicates progress to sponsors; identifies and resolves barriers and problems;
- **Creativity and Innovation:** Generates new ideas; makes new connections among existing ideas to create fresh approaches; takes acceptable risks in pursuit of innovation; learns from mistakes; has good judgment about which creative ideas and suggestions will work;
- **Team Orientation:** Demonstrates interest, skill, and success in team environments; promotes group goals ahead of personal agendas; steps up to offer self as a resource to other members of the team; understands and supports the importance of teamwork; shares credit for success with others, takes responsibility for his/her part in team failures;
- **Written Communication:** Can write clearly and succinctly; employs correct grammar, punctuation, and speech patterns; delivers messages in a tone appropriate to the context; communicates a message of good news based upon the congregation's mission; articulates the message for members of the congregation;
- **Attention to Detail:** Consistently attends to the many small pieces which must be assembled into an organized whole; follows up on missing or out-of-balance items; resolves unanswered questions needed to address a problem; keeps the larger picture in mind while tending to the smallest of details;
- **Technical Expertise:** Acquires and demonstrates the technical skills required to execute the essential functions of the job proficiently; understands which skills are lacking and seeks to develop those skills; continually works toward the mastery of technical proficiency;
- **Time Management:** Is able and willing to focus time on tasks that contribute to organizational goals; uses time effectively and efficiently; values time and respects the time of others; concentrates his/her efforts on the most important priorities; can appropriately balance priorities