

Communications Coordinator October 2003

This is key staff position requiring a professional who will pro-actively work to ensure that the communications needs of the church are served in a timely and effective manner. This includes identifying messages that need to be communicated, gathering the information from sources, determining the most effective ways to communicate these messages, and ensuring accuracy by coordinating approval with appropriate staff and lay persons. This is not limited to but will include processing the information that is submitted by laity and staff for publication.

We recognize that this places a new emphasis on the role of communications and thus the communications coordinator of our church. This is no longer a job for a newsletter editor. While execution is certainly a part of the job, it is only one part of the job. This is a job for a communications professional who can work independently and with others to identify opportunities for communication, help shape the messages, target their various audiences, and use the most effective media for them. This is a culture shift within our church, and an exciting opportunity to extend the reach and effectiveness of all our ministries.

It is important to note that this is a job of *coordinating* communications. In a church the size of ours, it is critical that all communications flow through one key staff position. Mixed or missed messages are common in an organization that does not recognize the importance of this position. Our resources are precious, and we are dedicated to using them wisely and effectively to promote the work and word of Jesus Christ. A pro-active communications coordinator will help ensure this occurs.

The communications coordinator works with Communications & Marketing Ministry Team (CMMT), clergy, staff and laity to facilitate timely and accurate communication with the congregation and general public through various media including website, newsletters, brochures, press releases and other media as appropriate. The position reports directly to the Church Administrator.

Timeliness is a key part of this job. Accurately projecting timelines for all communications is critical. There will be times when deadlines cannot be strictly observed, due to the importance of the information or other circumstances. The communications coordinator is expected to recognize these occasions and make adjustments to work schedules or priorities to get the job done. If there is a question in this area, the communications coordinator will consult with the Church Administrator and CMMT to help make the best decision and get the job done.

Key points of responsibility:

Develops systems to collect information for communication

Actively seeks information that needs to be communicated

Works with CMMT and senior staff to shape the messages and determine the best way to communicate them

Edits information to fit format, style and space where needed

Updates website content daily, weekly, monthly and quarterly as required to keep it the first source of reliable information about our church within established guidelines for appropriate content, style and photography

Publishes weekly and monthly newsletters including The Desert Scroll, Happenings and others as needed

Coordinate brochures and other collateral material (postcards, posters, etc) in cooperation with ministry teams and program areas

Attends staff meetings and is attentive to the communications needs of various ministry areas and programs

Is an active member of the Communications & Marketing Ministry Team

Upholds established graphic standards and advises others in correct use of logos, typefaces, etc within established guidelines

Manages vendors (printers, etc.) as necessary for producing printed pieces, website updates, etc. within budgetary guidelines. Works closely with Church Administrator to ensure vendor contracts comply with church policy.

Writes and distributes press releases as requested by senior pastor and chair of CMMT or designee