



Position Description

Job Title: Communications Coordinator
Department: Creative Arts
Reports To: Creative Director
FLSA Status: Non-Exempt

Summary:

Under the direction of the Creative Director, with the incorporation of independent judgment and decision-making, this position is responsible for nurturing the vision of Church of the City by developing, managing, and executing the communications strategy and servicing communication needs for the church in conjunction with the Creative Arts department. With oversight by the Creative Director, this position is accountable for ensuring that all communication is aligned with, and reflects the values of Church of the City.

Required Competencies:

A successful candidate understands the COTC culture, is proactive, meets deadlines, maintains confidentiality, communicates effectively, performs tasks to ensure workflow runs smoothly and possesses the necessary relational skills (i.e., emotional intelligence, communication, and conflict resolution) to navigate the organization’s needs and requests. Represents and upholds the culture of Church of the City and the Creative Team by demonstrating a strong work ethic, creative ingenuity, positive attitude, and learning posture.

Essential Duties and Responsibilities (other duties may be assigned):

- Proactively oversee the development and execution of all COTC communication across all channels and locations, including but not limited to web, email, announcements, mobile, and social media.
- Set and guide the promotional timeline and strategy for all series, events, initiatives, and projects, in coordination with the Project Manager.
- Coordinate, prioritize, and publish all website, social, print, and mobile updates, ensuring that all current events & initiatives are communicated most effectively and are turned around in a time-sensitive manner.
- Develop and maintain consistent, correct, and brand-accurate language across all communication channels.
- Support and train staff and ministries in communication standards and best practices.

- Provide writing support and communications quality control for all print and electronic collateral including, but not limited to, inserts, cards, posters, signs, banners, and email.
- Track and measure the level of engagement across communication platforms over time.
- Research, test, continuously innovate upon, and implement new communication strategies to leverage the messages, resources, and other media items of Church of the City.
- Assist ministries with developing communications strategies that are effective and aligned with the COTC mission and vision.
- Create, plan, and execute a high-level social media strategy and consistent messaging across all COTC platforms.
- Partner with staff to create intentional and strategic content and grow engagement on social media.
- Work with producers to build out communications for Sunday services.
- Work with other Creative Arts team members to create content for use in conjunction with other photo, video, and design projects.
- Other assigned responsibilities, as deemed appropriate by the Creative Director.

Qualifications:

A Christian in submission to the authority of the Scriptures and the Holy Spirit, as evident in lifestyle. Subscribes to and is in complete agreement with the Church of the City’s Statement of Faith. Represents and upholds Church of the City’s mission, vision, and culture by demonstrating a strong work ethic, positive attitude, and learning posture. The incumbent is willing to become a stakeholder of COTC within six months of hire.

The criteria listed below represent the knowledge, skill, experience, and/or ability required. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions. Qualifications include but are not limited to:

Education: A High School Level education, or its equivalent required; baccalaureate degree preferred.

General Skills: Must have general computer skills including a working knowledge of Microsoft Office; protects confidential information; knowledge of general business practices; strong organizational skills and high attention to detail; strong communication skills (written and verbal); ability to adhere to deadlines and execute on tasks and handle multiple, diverse assignments; effective time management skills; ability to work well in teams; demonstrated ability to be innovative and suggest changes/improvements within the scope of work; anticipate needs and create efficient and effective processes; self-motivated and takes initiative and responsibility/ownership of tasks; demonstrates flexibility and adaptability to changing situations; demonstrate a high level of customer service, friendliness, and etiquette consistent with the culture of the organization.

Specialty Skills: Must have excellent writing, editing, and verbal communication skills; the ability to develop and implement communication strategies across various platforms; up-to-date knowledge of social media, email, writing, and web best practices; the ability to create and maintain a master communications plan and calendar. Holds an ability to utilize communications-focused resources such as Later, Mailchimp and WordPress; familiar use with utilizing and optimizing popular social media platforms such as Facebook and Instagram to create meaningful content with consistent engagement; has familiarity with project workflow systems such as Asana; a working knowledge of the popular social media applications Google applications, Dropbox, Apple applications such as Pages and Keynote, and a general understanding of the Adobe Creative Cloud programs are preferred. Strong working knowledge of design thinking and principles, familiarity with photography or videography as it pertains to social media, and a general understanding of UX and UI theories and practices is also preferred.

Experience: A satisfactory equivalent of education, training, and experience in related fields and/or educational disciplines, sufficient to qualify for the position's requirements.

Physical Requirements:

Ability to lift or carry up to 20lbs

Ability to sit for extended periods

Ability to work at a keyboard and other related equipment

Ability to move about to accomplish tasks related to role