



**JOB TITLE:** Communications Coordinator

**REPORTS TO:** Business Administrator

**REVISION DATE:** March 18, 2025

**SUMMARY:** The Communications Coordinator plays a vital role in shaping and sharing the message of Washington Street United Methodist Church (WSUMC). This position ensures clear, consistent, and engaging communication both within the congregation and throughout the broader community. Through strategic marketing, creative storytelling, and digital outreach, the coordinator will amplify the church's mission, strengthen engagement, and enhance visibility across multiple platforms.

## **PRIMARY RESPONSIBILITIES**

### **Communication & Strategy**

- Develop and implement a comprehensive communication strategy that aligns with the church's mission and vision.
- Ensure consistency in messaging across all communication channels, including print, digital, and in-person interactions.
- Collaborate with church leadership, ministry teams, and staff to support internal and external communication efforts.
- Promote the church and its events to the broader community using public relations, social media, digital and print advertising, signage, and other outreach efforts as appropriate.

### **Content Creation & Digital Presence**

- Manage and maintain digital platforms, including the church website, social media, email campaigns, and text communications.
- Design and produce marketing materials, including newsletters, event promotions, bulletin inserts, banners, and press releases.
- Oversee the development of weekly and special publications to keep the congregation informed and engaged.
- Develop video and visual content to enhance storytelling and outreach efforts.

### **Analytics & Strategic Growth**

- Utilize data analytics to understand audience engagement and refine communication strategies.
- Track and assess digital engagement metrics to optimize outreach efforts.
- Research and recommend marketing initiatives based on trends and best practices.
- Maintain a marketing calendar and budget to ensure strategic implementation.

## **KNOWLEDGE AND SKILL REQUIREMENTS**

- Strong written and verbal communication skills, with the ability to craft messages that reflect the heart and mission of WSUMC.
- Proficiency in graphic design and digital marketing tools, including Adobe Creative Suite, Canva, and Microsoft Office.
- Experience managing websites, social media, and email marketing platforms.
- Highly organized with strong project management, time management, and multitasking skills.
- Ability to work independently and collaboratively within a team environment.
- A creative and strategic thinker with a passion for storytelling and community engagement.
- Bachelor's degree in Communications, Marketing, Public Relations, or a related field (or equivalent experience).
- Minimum of 3-5 years of experience in marketing, communications, or media management is preferred.
- Must be comfortable working in a church environment and supporting the mission of WSUMC. Experience in a nonprofit, church, or mission-driven organization is a plus.

## **WORKING CONDITIONS**

- Working conditions are normal for a church environment. Some evening, weekend, and holiday availability may be required for special events.
- This position is part-time or full-time, depending upon applicant's availability.
- Salary will be commensurate with education and experience.
- If the position is classified as full-time, there is included a benefits package including healthcare, paid time off, matching 403(b) retirement plan, and additional organizational paid benefits and voluntary benefit offerings.

**TO APPLY:** Send Resume and Cover letter to [rdouglas@wsmethodist.org](mailto:rdouglas@wsmethodist.org), attention SPPRC