

## Communications Coordinator

### Purpose

The Communications Coordinator is a vital member of the staff of First United Methodist Church. The coordinator shares our core values, among them a belief in Christ and his teachings, the commandment to serve others and to act and speak for the powerless, with a compelling desire for diversity and full inclusion of all God's children in the life of the church. They will serve to effectively create and manage communication of our story to both our internal and external audiences that will reflect and promote the mission and vision of First United Methodist Church. This communication should create and encourage a presence of radical hospitality by using high quality content and strategies to reach both cross-generationally and cross-culturally across multiple communication channels.

### This will be accomplished in the following ways:

**Communications Management** – Provide direction, guidance and support of all church communications to ensure keeping in line with our mission and vision by telling our story in a compelling, truthful, and real way.

**Creative Content** - Responsible to plan and produce compelling and engaging content. Oversee photography, videography, and graphic design use in all our communications which includes electing, editing, and acknowledging work from outside sources. Create original images using graphic design software for promotional use by the church. Oversee the look and feel of the environment of our physical location to reflect our overall mission and vision.

**Digital and Social Media Management** – Create an engaging social media community with impactful content through all our platforms. This includes both posting new material as well as responding to messages and comments on our church's social media profiles.

**Website Management** – Lead the ongoing development, design, and function of website by keeping it up-to-date and relevant. Acting on user feedback to improve the experience for new users and striving to improve our church's web presence.

**Research** – Keeping track of which communications efforts that are or are not working to make informed decisions based on the data collected. Need to be aware and up to date with the latest social media platforms to possibly incorporate into our communications portfolio.

**Copy writing and editing** – Uses sound judgment and proven ability to write in a way that is both engaging and compelling. Make sure that anything communicated, whether original copy or submitted by staff, congregation, or outside sources is checked and reviewed before sending out. Have careful attention to detail.

**Planning** – Develop and help implement a church communication plan. Develop and execute marketing strategies and plans to connect to an unchurched seeking audience. This will include planning and budgeting for expected expenditures for the year.

## Communications Coordinator Job Description

**Team Coordination and Collaboration** – Working closely with other members of the team who are responsible to help communicate our story. This includes the Clergy and Directors Team, Worship Planning Team, Office Team, St. Andrews Group, Lead Audio Video Tech, Creative Coordinator, Committee Chairs & Web Designer as well as other members of the staff and the congregation that contribute to the overall communication of the church.

**Team Building** – Lead and develop the creative team made up of volunteers and staff to help encourage and enable people to use their gifts and talents. This team will help us to reach out to both our internal and external community by using the church's marketing & creative efforts to propel the mission of the church forward.

### Desired Characteristics:

**Progressive Christian Spirit** – Demonstrates an understanding and full support of the ministry, mission, vision, and goals. Exemplify a commitment to diversity and inclusion in all areas of the workplace. Attentive to personal spiritual development, discipline, and growth.

**Strategic Thinker** - Constantly making data-driven decisions about how to spend time and resources. Willing to look at our existing systems and determine what needs to be changed. Able to develop plans and implement changes in ways that stick.

**Caring Leadership** – Excited by building into people's lives. Looking for opportunities to lead teams of volunteers, staff, or freelancers who will carry out the work of the communications team.

**Radical Hospitality** – Keen knowledge of a radical hospitality philosophy, customer service principles and practices.

**Self-Starter** - Constantly making sure we are communicating effectively for our church whether comes from reading, training, research, or receiving critical feedback with grace. Generating new ideas. Effectively following through without heavy oversight.

**Creativity and Openness to Ideas** - Always coming up with new ideas. Able to take a limitation and view it as an opportunity. Open to suggestions from creative team, volunteers, and leadership.

**Excellent Communication Skills** - Able to comprehend and express your church's heart in an authentic manner. Plugged in to the culture of our church. Listening and asking questions of leadership, attendees, and our community at large.

**Demonstrated interpersonal skills** – Have a willingness to serve with a positive attitude, warmth, and hospitality. Willingness to be a team player and flexibility to adjust to needs of a small office.

**Organizer** - Superior time management and organization skills and the ability to meet deadlines.

### **Qualifications for Communications Coordinator**

- College degree and/or 1-3 years' experience in relevant field
- Experience in utilizing social media to highlight social justice issues and full inclusivity of all persons.
- Knowledge of computers and relevant software applications is a must.
- Maintain a high degree of professionalism and level of integrity of others through strict confidentiality

### **Responsible to:**

Church Business Administrator who will offer support, guidance, and resources to equip the Communications Coordinator in their ministry at the church. They will meet on a regular basis for communication, coordination, and evaluation.

### **Time requirement**

25-30 hours per week as needed

### **Benefits**

Vacation and sick time off  
Retirement plan

### **OUR MISSION**

**We are called to  
Experience God's love  
Celebrate God's love  
Share God's love**

### **OUR VISION**

**We are a Faith Community  
Alive in Christ  
Open to all  
Growing in faith  
Serving our neighbors  
Active in the world**

### **WE ARE A RECONCILING CONGREGATION**

**First United Methodist Church of Kalamazoo invites all persons to join us on our journey of faith.  
Jesus Christ calls us to be an inclusive church that exemplifies the kingdom of God.  
We strive to move toward reconciling relationships with all, affirming those who are marginalized  
for any reason, including sexual orientation or gender identity.  
We welcome all with open hearts, open minds, open doors.**