

Job Title: Communications Coordinator

Reports To: Senior Administrative Assistant

FLSA Classification: Exempt Non-Exempt

Date Drafted: February 2021

Status: Full-Time Part-Time

Position Collaborates with: Church staff, committees, and councils in the performance of job duties.

Position Summary

The Communications Coordinator is responsible for the coordination and production of all communication media and materials that promote and represent Buncombe Street United Methodist Church (BSUMC) to internal and external audiences across two campuses (Downtown and Trinity). This position will also collaborate with church staff, committees, and ministry leaders on publicity and communications needs to support desired ministry outcomes. An ideal candidate will be a creative thinker with excellent organizational skills and careful attention to details. The Communications Coordinator is also responsible for ensuring that effective branding communications, strategies and tactics are in place to promote the church and its programs and services, and to engage people in BSUMC ministries.

Position Responsibilities - Essential

- Engage in written, electronic (audio/visual), social media, web based, and other methods to brand and communicate with different audiences across two campuses (Downtown and Trinity).
- Develop communication strategies to engage both existing members and prospective members throughout the community.
- Ensure that all communications from and within Buncombe Street UMC are standardized to achieve the most effective results possible.
- Promote BSUMC through the development and management of campaigns, news releases, speaking engagements, and special events.
- Update and maintain all church signage, website, and social media.
- Work directly with worship committees on the creation of weekly church bulletins and other written materials.
- Develop branding communications that promote worship services, events, and programs at BSUMC.
- Establish and coordinate social media plans to promote worship services, events, and programs at BSUMC.
- Manage website content and relationship with website vendors.
- Liaison for the Audio/Visual Coordinator to help ensure all A/V needs are met for all church services.
- Serve as staff liaison working with the Communications committee. This committee is composed of church members who are knowledgeable in communications. There are seven sub-teams: Internal Communications, External Communications, Signage, Branding, Website, Social Media, and Special Events. These committee members will work closely with the Communications Coordinator as a resource to provide guidance and support.
- Work with Senior Administrative Assistant on managing the Communications budget.
- Develop and maintain PR releases to external media outlets when needed for events.
- Prepare and evaluate request for proposals (RFP) for outside vendor work, materials and supplies for communications department.

Position Responsibilities - Non-Essential/Other

- Participate in any new related business efforts as directed.
- Other related responsibilities as assigned.

This is not a contract. Nothing in this document will alter the At-Will Employment Relationship.

Essential Skills and Experience

- Bachelor's Degree in Journalism, Mass Communications, Marketing, Graphic Design, or related field.
- Minimum of 2-3 years communications experience.
- Detail oriented, with strong written language, editorial, and communication skills.
- Understand how to speak effectively cross-generationally and across multiple communication channels.
- Professional demeanor, team oriented, positive, and engaging attitude.
- Proven ability to coordinate branding initiatives and communication plans.
- Highly self-motivated, self-directed, attentive to detail and ability to meet deadlines.
- Demonstrate strong organizational skills (record keeping, time management, follow up, calendaring, etc.).
- Ability to prioritize with an emphasis on quality and accuracy of work.
- Strong interpersonal skills required.
- Ability to multi-task, prioritize and deal with interruptions while meeting timely deadlines.
- Experience working in a team oriented, collaborative environment.
- Demonstrated ability to concisely present material tailored to required audiences.
- Proficient in social media and software platforms such as MS Word, WordPress, Adobe Suites, Constant Contact.
- Conceptual and creative thinker.
- Regular and sustained attendance.
- Participate in Ministry Area meetings, when requested, to obtain information for promoting Ministry events.

Beneficial Skills and Experience

- Experience in graphic design is a plus.

Statement of Faith

Buncombe Street United Methodist Church is committed to the goal "To Be and to Make disciples of Christ." All employees should be individually committed to this goal and should keep this in mind in every interaction at the workplace. While every employee will not serve as a minister in the formal sense, every Christian is a minister for Christ and is encouraged to possess a heart for ministering to others in the areas of his or her talents.