



Communication Coordinator Job Description

GENERAL DESCRIPTION

The Communication Coordinator (CC) is responsible to ensure the clear, compelling and consistent internal and external communications of Mission Point Community Church. The CC is responsible for external marketing of the church through advertising, public relations and traditional, electronic, and emerging media. The CC is also responsible for the cohesiveness of internal departments, staff, volunteers and congregation.

JOB RESPONSIBILITIES

- Develop, recommend, and implement marketing and communication strategies for the church as a whole, consistent with the core mission of Mission Point.
- Communicate information regarding the church, its mission and activities to appropriate targeted audiences through executing existing communications such as the worship card, email, social media and develop other channels as needed.
- Support and assist in execution of communication efforts of respective departments including, but not limited to, Mission, Children's Ministry, MP Students, Connection, and Congregational Care. Develop and maintain relationships with church leaders and media representatives as appropriate.
- Oversee Communication team members, including outside designers, printers and other vendors, and perform other duties as assigned.
- Improve, manage, and oversee execution of the church's website, app and social media. Ensure quality and relevant social media presence, including timeliness of response to web/social media inquiries and postings.
- Develop and manage an active communications calendar so all needs can be planned, prioritized and executed effectively.
- Manage annual communications budget.
- Work with Operations Department to ensure Planning Center software is maintained and functions properly to use as important communications tool.
- Special projects and tasks as assigned.

EDUCATION, EXPERIENCE, AND SKILLS

Required:

- Committed member of the Mission Point Family
- Clear communicator in written materials
- Attentive to details

- Proficient in creative programs such as InDesign, Adobe, Photoshop, etc.
- Familiarity with working in Social Media platforms.

Preferred:

- Bachelor's Degree in Journalism, Communications, Marketing, Public Relations or related field.
- Previous experience working in the communication field for a non-profit organization.
- Familiarity with website design and use of some web design platforms.

POSITION STRUCTURE

The Communication Coordinator reports directly to the Executive Pastor.

TIME COMMITMENT:

Up to 30 Hours a Week

ACKNOWLEDGEMENT

I have received, reviewed and fully understand the job description for Communication Coordinator.¹ I further understand that I am responsible for the satisfactory execution of the essential functions described therein, under any and all conditions as described.

Employee
Printed Name _____ Date _____

Employee
Signature _____

¹ Revised 1/2022