

JOB DESCRIPTION

Digital Communications Coordinator

FIRST UNITED METHODIST CHURCH
72 LAKE MORTON DR, LAKELAND, FL 33801

Revised: May 2026

FLSA: Non-Exempt, FT (40 hours per week)

General Qualifications

The Digital Communications Coordinator must be grounded in basic Christian doctrine and profess faith in Jesus Christ. The Coordinator will support the mission and ministries of First United Methodist Church by helping create, organize, and distribute clear, engaging, and visually compelling communications across digital and print platforms. This role works closely with the Creative Communications Director to support social media, website updates, graphic design, photography, video content, email communications, marketing campaigns, and ministry promotions.

The ideal candidate is creative, organized, detail-oriented, and comfortable working in a fast-paced church environment where multiple ministries, events, worship services, and seasonal campaigns are happening at the same time. This person should have a good eye for design, a working knowledge of social media trends, basic marketing instincts, and the ability to help tell the story of the church in a warm, welcoming, and professional way.

Reports to: Creative Communications Director or designated supervisor

Department: Creative Communications

Location: First United Methodist Church, Lakeland, Florida

Essential Duties and Responsibilities

The Digital Communications Coordinator assists with the planning, creation, and execution of church communications across social media, website, email, print, and visual media. Responsibilities include:

- Create, schedule, and post content for the church's social media platforms, including Facebook, Instagram, YouTube, and other digital channels as needed.
- Draft captions, event promotions, ministry highlights, recap posts, reels, stories, and other digital content.
- Monitor basic social media trends and help identify creative ways to engage the congregation and wider community.
- Assist with website updates, including event pages, ministry information, worship details, registration links, photos, graphics, and written content.
- Design graphics for social media, worship slides, announcements, digital screens, email newsletters, flyers, posters, and ministry promotions.
- Take and edit photos at worship services, ministry events, community gatherings, and special programs as needed.
- Assist with short-form video content, ministry highlights, worship promotions, announcement videos, and event recaps.
- Prepare print materials such as posters, flyers, handouts, invitation cards, signs, brochures, and event materials.
- Assist with print production and vendor coordination for larger items such as banners, booth displays, yard signs, and specialty materials.
- Help maintain consistent messaging, tone, branding, and visual quality across church communications.

- Support seasonal campaigns, worship series, community events, children's and youth ministry promotions, Fine Arts events, stewardship campaigns, and other churchwide initiatives.

Qualifications

The ideal candidate should have:

- Experience or education in communications, marketing, journalism, digital media, graphic design, public relations, or a related field.
- Strong writing, editing, and proofreading skills.
- Experience creating content for social media platforms.
- Basic graphic design skills using Canva, Adobe Creative Suite, or similar tools.
- Familiarity with website editing, UX or a willingness to learn.
- Photography and videography experience preferred.
- Video editing or short-form video creation experience is a plus.
- Ability to manage multiple projects and deadlines at once.
- Ability to work collaboratively with staff, volunteers, ministry leaders, and church members.
- A warm, professional, and ministry-minded communication style.
- Respect for the mission, values, and ministries of First United Methodist Church.

Preferred Skills

- Canva design experience.
- Adobe Photoshop, Lightroom, Premiere Pro, Illustrator, or InDesign experience.
- Social media scheduling experience (META, Hootsuite, Sprout, etc.)
- Website content management experience.
- Short-form video editing for reels, YouTube Shorts, and social media.
- Email newsletter experience.
- Familiarity with church, nonprofit, or ministry communications.

Purpose of the Role

The purpose of the Digital Communications Coordinator is to help First UMC Lakeland communicate clearly, creatively, and consistently so that members, visitors, and the wider community can stay connected to the life and ministry of the church. This role helps make ministry visible, accessible, and inviting through strong digital storytelling, thoughtful design, accurate information, and timely communication.

Physical Demands and Work Environment

This position requires the ability to stand for extended periods, lift and carry up to 40 pounds, and work in-person in multi-story buildings across the church campus.

ADA / Reasonable Accommodation

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

Equal Employment Opportunity Statement

First United Methodist Church is an equal opportunity employer and does not discriminate on the basis of race, color, sex, national origin, age, disability, or any other protected status under applicable law. As a religious organization, the church reserves the right to require that employees support and uphold its faith-based mission.

At-Will Employment Disclaimer

This job description is not intended to be a contract of employment. Employment with First United

Methodist Church is at-will and may be terminated at any time, with or without cause or notice, by either the employee or the church.

How To Apply

Resumes with cover letters are welcome at hr@firstumc.org. Include name in subject line.

Employment may be contingent upon successful completion of a criminal records check.

Major changes in job descriptions must be approved by the Staff-Parish Relations Committee.