

Communications and Marketing Coordinator — 10-12 hours/week

This position helps the church effectively communicate its mission, ministries, worship, programs, and events to the congregation and the wider community. The CMC works with pastors, staff, and ministry leaders to develop clear, consistent, welcoming communications across the church's primary communication channels. This position ensures that all communications consistently reflect the church's values, vision, and welcoming spirit while effectively engaging members, visitors, and the community across print, digital, and in-person platforms.

Primary responsibilities:

- Manage and maintain the church website and social media.
 - Continually improve the church's website, ensuring content remains current, engaging, and visitor friendly.
 - Oversee social media platforms and develop strategies to increase engagement and reach new audiences.
- Prepare and distribute regular email communications and the monthly church newsletter.
 - Work with staff, ministry teams, and volunteers to coordinate and develop content for the monthly newsletter and weekly email blasts.
 - Communicate with the congregation and incorporate content as needed.
 - Manage the distribution process for these items.
- Promote worship, programs, events, and ministry opportunities.
 - Prepare and distribute Sunday bulletins.
 - Provide the bulletin for the upcoming Sunday services to the liturgist and tech coordinator, and hymns to the accompanist in a timely manner
 - Distribute the bulletin for the upcoming Sunday to the congregation.
- Work with staff and ministry leaders to gather information and develop appropriate communications to promote the church and its ministries.
 - Implement a communications and marketing strategy aligned with the church's mission, vision, and strategic priorities.
 - Develop communication plans for significant church events, ministry launches, leadership transitions, capital campaigns, and other major initiatives.
- Attend Marketing, Information Technology, and Communication Committee (MIC) and work with members as needed to support communication and marketing goals.
- Maintain consistent church branding, graphics, and messaging.
 - Promote the church's ministries and community impact through strategic storytelling and creative content.
- Help tell the church's story through photographs, articles, social media, and other content.
 - Coordinate photography, videography, graphic design, and multimedia storytelling.

- Coordinate communication for major church events and initiatives.
 - Develop promotional strategies for worship, educational programs, concerts, retreats, mission opportunities, stewardship campaigns, and special events.
 - Coordinate marketing materials and communication timelines for church-wide events.
 - Collaborate with ministry teams to maximize participation and community awareness.
- Develop and maintain a basic communications calendar so that the congregation receives timely and coordinated information.
 - Work with ministry teams to develop Minutes for Mission, Stewardship moments, and other opportunities to promote congregational involvement in the church's ministry and mission.
- Monitor communication channels and recommend improvements.
 - Ensure all communications are welcoming, accessible, and reflective of the congregation's values.
- Recruit and coordinate volunteers who can assist with photography, social media, writing, graphic design, or other communications.

Desired Qualifications

Demonstrated experience in communications, marketing, journalism, public relations, or a related field.

- Strong writing, editing, storytelling, and organizational skills.
- Experience managing websites, email marketing platforms, and social media channels.
- Knowledge of graphic design, photography, video production, and digital communications is preferred.
- Familiarity with analytics and digital marketing best practices.
- Experience with AI-assisted communication tools is desirable.
- Ability to manage multiple projects while meeting deadlines.
- Commitment to the mission, values, and ministry of the church.
- Ability to work collaboratively with pastors, staff, volunteers, and church leadership while maintaining professionalism and confidentiality.

This position is not expected to personally produce all communication materials. Its primary role is to **coordinate, create, schedule, and ensure consistency** across the church's communications.