

## **Communications Assistant**

### **Job Description**

The Communications Assistant implements communication strategies that further the outreach of Freshwater Community Church. This person helps ensure that Freshwater maintains a consistent and unique brand in written and digital forms and oversees the social media presence of the church.

Status: 25 hours per week, non-exempt

### **Qualitative**

- A committed follower of Jesus Christ who demonstrates spiritual maturity in attitude and actions
- Able to work well with a variety of personalities and be self-motivated
- High detail and organizational ability
- Trustworthy and maintains a high level of confidentiality
- Capacity to learn and adapt when needed
- Must be flexible in an environment where there is frequent change
- An independent worker who does not require day-to-day micromanaging
- Possesses critical thinking skills and the ability to exercise good judgement and solve problems quickly and effectively
- Maintains a professional appearance and demeanor

### **Quantitative:**

- Must be able to effectively manage social media platforms (Facebook and Instagram) and to respond to comments, good and bad, in a professional yet friendly manner
- Ensure our digital content aligns with our brand's identity and message
- Responsible to effectively research and utilize content marketing that communicates correctly with specific audiences
- Able to utilize Microsoft Office software and graphic arts software (such as Adobe Creative Suite, including Photoshop, InDesign, and Illustrator, or similar applications)
- Preference given to someone with good writing skills
- Able to edit and proofread well
- Responsible for churchwide email communications such as the Need2Know using an email marketing platform (such as Mailchimp)
- Responsible for the layout and design (actual or giving final approval) for printed materials through all ministries including but not limited the use of logos, forms, manuals, registration and sign-up sheets, business cards, letterhead, informational pieces and signage
- Responsible for layout and design for electronic destinations such as online bulletins, web slides and graphics, as well as service and foyer slides
- Serves as a liaison with outside graphic designers and computer programmers to keep our communications, website, and graphics relevant and current
- Able to utilize Planning Center Online database for communication purposes in cooperation with other administrative staff
- Responsible to oversee the link between the church giving platform, website and app
- Responsible to maintain and monitor the website and app, including but not limited to uploading sermons, updating content, and adding events

- Assist ministry leaders to market, communicate, and coordinate online registration for their events
- Must be comfortable with Apple computers
- Video/Audio Editing such as composing descriptions and uploading artwork for sermon videos as well as creating podcasts from sermon video and publishing to podcast service

**Compensation / Benefits**

- Refer to the employee manual’s section on benefits.

**Accountability**

- To the Director of Administration

Communications Assistant \_\_\_\_\_ Date \_\_\_\_\_

Director of Administration \_\_\_\_\_ Date \_\_\_\_\_