**Grace Episcopal Church**

**Job Description: Marketing and Communications Coordinator**

**Summary Position Description**

*The Marketing and Communications Coordinator will, in partnership with Grace’s leadership, coordinate the development of branding and key messages for Grace Episcopal Church, particularly those that are intended to reach people who are not currently members of Grace Church. The Coordinator will also work to create and manage systems that track participation of visitors and newer members and invite deeper engagement in the life the church. Working with staff and volunteers, this Coordinator will be an important part of Grace Church’s desire to grow its capacity to invite, greet, orient, and incorporate people into the community in creative and effective ways.*

**Reports to:** Assistant Rector

**Coordinates with:** Parish Administrator, Spanish Language Ministry Coordinator, staff, and volunteers working in the area of communications

**Expectations** (Education, Skills, Competencies, Experiences, and On-going Requirements):

* Demonstrated experience in the use of a variety of media.
* Excellent written communication skills, including the ability to use correct grammar and punctuation, to edit and present error-free documents, and to target communications to various subgroups of the Grace and Napa Valley communities.
* Knowledge of Microsoft Office and Adobe products, and other electronic publishing tools.
* Familiarity and comfort with posting on a variety of social media platforms, and the willingness to stay up to date with changes in the field of communications.
* Experience with the parish life of a church, and general knowledge of the Episcopal church and the Napa Valley region preferred.
* Excellent “people” skills, including the ability to coordinate communications and systems in groups that involve many volunteers and people of various technological abilities.
* Proven ability to create and maintain systems to track data
* Compliance with all Episcopal Diocese of Northern California Safe Church policies.
* Compliance with all applicable sections of Grace Church’s Employee Handbook.

**Essential Duties and Responsibilities:**

The **Marketing and Communications Coordinator** will be responsible for coordinating the following work, in collaboration with the Assistant Rector, Communications team, and other staff and volunteers:

Inviting

* Creating invitations to Grace events that are targeted to particular subgroups, including existing Grace community, particularly newcomers, and members of the wider community. These invitations include flyers, written announcements, banners, website design and copy, and social media advertisements, along with communications to newspapers and other media as appropriate
* Facilitating search engine optimization and paid marketing as needed.
* Analyzing data of our invitations’ reach and effectiveness and refining our process

Branding

* Leading collaboration with volunteers and staff to improve internal and external engagement with the Grace Church website and social media presence
* Leading collaboration with volunteers to complete style guide, logo, and other branding materials.

Creating Systems

* Convening the Grace Church Communications team to create systems and processes for building and evaluating our communications strategies, as well as our marketing of space rental for special events.
* Collaborating with staff and volunteers to refine and maintain a database system for tracking engagement of newcomers and repeat visitors
* Creating a system for collecting and organizing photos.
* Developing a communications calendar for publicizing regular Grace Church events
* Staying connected with staff and volunteers to ensure that important events are publicized and responding to requests to publicize events.
* Participating in welcoming committee meetings, and other task force meetings on request.
* Participating in regular supervision meetings with the Assistant Rector.

**Compensation and Hours:** Part-time, Salary commensurate with experience, 15-19 hours per week. Additional hours as agreed upon by the Rector, Assistant Rector and Communications and Marketing Coordinator.

By signing I agree to uphold these expectations and responsibilities.

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Date       Marketing and Communications  Date The Rev. Amy Denney Zuniga

               Coordinator Rector

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Date The Rev. Anne Clarke

 Assistant Rector/Supervisor