

Westminster Presbyterian Church Sacramento, California

Communications Coordinator Job Description

Approved by session on July 26, 2022

Overview of Position

The Communications Coordinator is responsible for creating and managing all forms of communication for Westminster Presbyterian Church both internally and externally, 1) to provide full inclusion for the existing members and friends of the church, and 2) to increase the church's visibility in the local and broader community.

They work closely with the church's staff and ministry teams to highlight the different events taking place in and outside the church, as well as the various ministries of the church, in order to present a uniform, contextually pleasing and concise flow of information through a variety of media channels.

General Terms

Reports to: Office & Facilities Administrator
Status: Part Time (20 hours per week)
Benefits: prorated vacation, sick leave and holiday pay, healthcare including medical, dental, vision (including life insurance and EAP)

Major Responsibilities:

- Maintain a courteous, Christ-like and respectful attitude with people both within and outside of the church.
- Attend weekly staff meetings.
- Attend monthly Membership Outreach Ministry Team meetings.

Newsletter

Collaborate with the office secretary to:

- Produce and disseminate a church newsletter, on a monthly basis, in both electronic and printed form.

- Ensure that the content is informative and engaging and that recipient contact information is up-to-date.

Website/Social Media

- Maintain an up-to-date, esthetically pleasing and informative website.
- Work with the Membership Outreach Ministry Team and the website development team to ensure friendly user interaction and provide informal training and information for those members not comfortable navigating the web.
- Post weekly calendar of upcoming events to website.
- Act as administrator for Westminster's Facebook page, Instagram account, YouTube account, and create and manage a TikTok account.
- Track and report website usage.

Email

- Work with the Office Secretary and the Membership Outreach Ministry Team to maintain an accurate, up-to-date list of member email addresses, and promote electronic distribution of newsletter.

Outdoor sign

- Work with staff to ensure that the outdoor digital sign is used properly and updated regularly.

Advertising & Promotion

- Advertise special events happening at the church like fundraisers, Vacation Bible School, and others.
- Work with ministry team chairs to advertise their work to the larger community through various channels.
- Produce a bi-weekly video highlight of various church ministries on TikTok, YouTube, Facebook and Instagram.
- Design media advertising campaigns.
- Promote the use of the church building for events such as weddings, musical concerts, and other through video and other formats.
- Perform other general office tasks as required by supervisor.
- Cover receptionist duties when receptionist is absent.

Knowledge, Skills and Abilities:

- Preference for persons living locally and engaged in the larger community in Sacramento.
- Excellent communication skills.
- Extensive knowledge of marketing and media.
- Working knowledge of Microsoft Office suite including Word, Excel, Publisher and Outlook.
- Familiar with Gmail, Google apps and other web applications.
- Familiar with and able to successfully navigate YouTube, WordPress, Facebook, Tiktok, Instagram and other popular platforms like Twitter and Pinterest.
- Photography skill is a plus.

Requirements:

- Minimum Bachelor's Degree in Marketing/Communications or equivalent Journalism background.
- A friendly and welcoming communication style will reflect the work output required for this position.
- Work is primarily performed in the office; however, some work may be accomplished from home with supervisor's approval.
- Must be able to work collegially with others.

Employee name

Signature

Date
