



Joy Lutheran Church
Growing in God's Love

Joy Lutheran Church Job Description

Job Title: Media Ministry Coordinator

Reports To: Senior Pastor

FLSA: Part Time Non-Exempt Hourly

Approved by Council: _____

Summary: The Media Ministry Coordinator works in collaboration with various Joy Committees to include Technology, Outreach, and Evangelism/Marketing to share the message of Joy Lutheran Church in the congregation and around our community.

Duties and Responsibilities include the following:

1. Assist with creation of Joy Lutheran's digital communication (website, social media, and email marketing) including performing regular updates, scheduling posts, and creating email and marketing campaigns.
2. Support ministry leaders and volunteers in promoting events through taking pictures and creating promotional materials.
3. Create graphics for web, social media, and print that align with Joy's brand standards.
4. Track web, email, and social media analytics (Google analytics and Facebook Insights) and provide quarterly updates on usage to Council and other ministry leaders and committees.
5. Participate with various teams and committees in development of an overall communications strategy on an annual basis.

Core Competencies

Promotional Materials. Manage the design, production, and distribution of Joy promotional materials to include postcards, posters, banners, brochures, logos, and support staff programs.

Website Management. Responsible for weekly updates of website to include news and events from the weekly E-News. Keep all website information up-to-date on a regular basis. Use images on the website that reflect the Joy brand and understand website posting guidelines. Coordinate resolution for any issues and outages.

Facebook Management. Develop a weekly ad strategy on Joy's Facebook page and create campaigns around upcoming Joy events and holidays. Continually monitor Joy's Facebook page by answering any responses and/or questions made to ads or posts, while maintaining a professional demeanor that doesn't include political or individual opinions. Watch for nefarious comments to posts and respond or remove if necessary.

Google. Continue to monitor and update church listing information for accuracy. Develop and implement a search engine optimization (SEO) and AdWords strategy.

Social Media Expansion. Research and implement other forms of social media for Joy to utilize to include Instagram, Pinterest, Podcasts, etc.

Community and Congregational Outreach: Provide local media and other community outlets with notices regarding upcoming Joy events. Create whole campaigns around important Joy endeavors to create synergies between local community and congregation. Keep information up to date on community sites.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Computer Skills: To perform this job successfully, an individual should have knowledge of Microsoft Office Applications.

Language Ability: Strong communication skills including effective story telling, clear and concise writing, and the ability to create content for a variety of audiences. Ability to read and interpret documents such as safety rules and procedure manuals. Ability to develop routine reports and correspondence. Ability to speak effectively before groups such as the congregation, ministry committees, and Council.

Reasoning Ability: Ability to apply common sense understanding to carry out instructions. Ability to deal with problems and conflicts.

Education/Experience:

- Bachelor's degree preferred or equivalent work experience in a related field
- Member in good standing of a Lutheran congregation preferred
- Positive Christian role model

- Technical proficiency in Microsoft Office applications including Word, Excel, and PowerPoint.
- Technical proficiency in design applications preferred, such as Canva or Photoshop

Knowledge, Skills, and Other Abilities:

- Strong planning, organizing, and communication skills
- Attention to detail
- Ability to be flexible and adaptive to change
- Team player that demonstrates enthusiasm and commitment to Joy's mission and vision
- Ability to work well with a variety of personalities

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand, walk, sit, use hands, reach with hands and arms, and talk or hear.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

Acceptance Statement for the Media Ministry Coordinator Job Description:

I have read and understand and accept the job description including the qualifications and the requirements of the described position. If I am chosen for this position, I certify that I can and will perform the duties and all responsibilities required for this position.

I understand that Colorado is an at-will state which means that I may resign at any time and may be discharged at any time with or without cause.

Printed Name: _____

Date: _____

Signature:
