

**Maplewood United Methodist Church**  
**Job Description - Communications Coordinator**

Job Title: Communications Coordinator

Mission of Maplewood UMC: Maplewood United Methodist Church creates spaces where people can have authentic encounters with Christ, discover their spiritual gifts, and use them for God's glory.

How this position helps achieve this mission: The Communications Coordinator ensures clear, consistent, and compelling communication to promote the mission and ministry of the congregation both within the church and to the broader community. They will be aware of upcoming opportunities, and proactively plan ways to communicate them effectively.

Leadership structure: Reports to the pastor. Collaborates with the Communications Team, individual members of which may be responsible for particular communication channels.

Work Schedule: 10 hours per week as determined by Pastor / SPRC. Work may be remote, as long as remote work is reported to the pastor in advance. Onsite presence Sunday mornings is expected.

## **Key Outcomes & Responsibilities**

### **1. Internal Church communications are clear and consistent.**

- **Outcome:** Members of the congregation are sufficiently aware of the opportunities to respond to God's call available at Maplewood UMC, including worship, faith formation, service, generosity, and other ministry opportunities that may arise.
  - Support staff members and ministry leaders in their internal communication needs.
  - Ensure weekly newsletter is accurate and easily accessible.
  - Post interior door signs that highlight upcoming opportunities.
  - Ensure congregation wide emails are effective and specific.
  - Create slides as needed for worship services and be present in worship to run the slide show.

### **2. External Church communications are compelling and inviting.**

- **Outcome:** People who are not a part of the congregation are aware of opportunities to participate in the ministries of the congregation, including worship, faith formation, service, generosity and other opportunities to engage that may arise.
  - Facilitate the live-stream for Sunday morning worship.
  - Edit and post video from the services on the congregation's social media, in collaboration with the pastor.
  - Ensure that congregational social media pages celebrate ministry and highlight upcoming activities.
  - Monitor the website so that it is up to date, user friendly, and brand appropriate. Edit as needed.
  - Create and display exterior signs and banners that celebrate the identity of the congregation and/or invite passers-by to upcoming activities

### **3. Congregational brand, voice, and messaging is consistent and recognizable.**

- **Outcome:** All communications reflect the church's values, mission, and voice.

- Reflect the congregational values: Community - Authenticity - Diversity - Service
- Develop and maintain a consistent visual and messaging style in all content.
- Monitor and respond to social media DMs in a timely manner.
- Keep a communications calendar of the regularly scheduled communication plan.

Performance expectations:

- Uphold the core values of the congregation - Community, Authenticity, Diversity, Service.
- Demonstrate strong organizational and time management skills.
- Demonstrate proficiency with computer/social media, including Facebook, YouTube, Instagram, Canva, and Subsplash, and competence working with other online resources as appropriate.
- Demonstrate professional interpersonal skills and appearance.
- An ability to collaborate with staff and ministry leaders to support the communication needs of the congregation.

Education and Experience:

- High School diploma.
- Prior communication experience preferred.
- Flexible schedule to suit fluctuating ministry schedule.

Employee Signature and Date: \_\_\_\_\_

Supervisor Signature and Date: \_\_\_\_\_