

## Communication Coordinator

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### Job Description

**Position Title:** Communications Coordinator

**Reports to:** Office Director & Head of Staff

Hours: 19 hours weekly / salaried position

### **Position purpose and summary:**

The purpose of this position is to help tell our stories through various forms of media and provide expertise on effective communication/marketing of both church-wide and ministry-specific messages. Your primary responsibility is to manage marketing and communications to our congregation and the community and for all councils and staff using our Knox website, social media, indoor and outdoor signage and printed communication.

The Communications Coordinator works alongside the Pastors, staff and councils to oversee and strategize communication material and ideas.

### **Key Duties and Responsibilities:**

The primary responsibilities of the Coordinator as it relates to communications include, but are not limited to the following:

- Maintain the content of the Knox website ensuring it is current and effective, working with the Office Director as needed
- Market church events on social media, including Facebook, Instagram and Twitter as examples. Respond to messages and comments.
- Manage ongoing and special communications including; weekly email blasts, council and special event brochures, posters, newspaper articles, banners, monthly newsletter and special mailings.
- Serve as liaison to local newspapers, (writing press releases and posting events in their publications and also the Chicago Presbytery Newsletter, Presbytery Connect.
- Manage the publication of Knox News. This includes working with pastors, councils, volunteers and staff for the content. Upload it to the Knox website, adding links as needed.
- Manage the distribution of email communications using Constant Contact.
- Manage the church electronic sign to ensure that the messages are effective & current.
- Manage Commons slideshow. This includes working with Microsoft PowerPoint, Moyea, PowerPoint Converter and other production programs.
- Communicate ministry opportunities to elders, deacons, staff and members.
- Manage indoor signage.
- Keep track of upcoming promotion opportunities. Schedule program promotion to ensure timely material and mailings.
- Maintain community events bulletin board.
- Take notes at weekly staff meetings and distribute to staff via email.
- Serve on Outreach & Membership Council
- Create graphics and logo using Photoshop, InDesign etc. for various groups and events as well as creating graphics for outreach marketing materials.
- Create an annual media marketing plan that includes direct mail, outdoor signage and other forms of outreach marketing material.
- Work with the Office Director to print created material in-house or prepare and design production to be printed by an outside company.

### **Physical Demands**

- May involve lifting of up to 15 pounds.
- The position requires cognitive endurance; candidate must be able to coherently and accurately perform the duties of the position.

### **Evaluation and Review**

This position will be reviewed and evaluated annually by the Office Director in accordance with the Personnel Policies.

### **Qualifications**

- Excellent overall computer skills, including Microsoft Office & Adobe products
- Experience in e-communications campaigns and tools, Constant Contact preferred.
- Experience in a faith-based or non-profit environment is preferred.
- Ability to make decisions and work independently.
- Excellent human relations and customer service skills.
- Ability to mobilize and direct volunteers and work in a team environment.
- Quality orientation and attention to detail.
- College degree preferred.

Job descriptions are intended to be guidelines for position responsibilities. As such, each employee of Knox may be asked to perform tasks outside of the duties outlined in this document. The Pastors may assign the Communications Coordinator, and all members of the staff, to tasks and projects as necessary in order to support the vision and mission directions of the organization.