

Southminster Presbyterian Church
is hiring a

MARKETING AND COMMUNICATIONS COORDINATOR

part-time, 20 hours per week
Flexible hours, Sunday mornings as needed

Main Responsibilities Include:

- Improving and managing church website
- Managing Facebook and YouTube pages
- Overseeing marketing and publicity
- Coordinating internal church communications
- Managing the technology and marketing of livestreamed worship services

to apply: send a resume and cover letter detailing
your interest in the position to
personnel@sminster.com

POSITION DESCRIPTION: MARKETING AND COMMUNICATIONS COORDINATOR

PURPOSE: To oversee a clear and consistent messaging ministry. To compile and create internal and external communication that compels members and others to become interested in participating in Southminster's mission and ministries. To be responsible for digital content creation, management of the Church's event calendar, management of all aspects of Southminster's social media presence and technology oversight for livestreamed worship services.

WORK WEEK: This position is for an average of 20 hours per week, including Sunday mornings (9-11:30am) as needed. Other hours are flexible, including some work that can be done from home.

RESPONSIBILITIES:

General Marketing and Communications

- Collaborate with staff, the Marketing and Communications (MarCom) Team, and other Southminster teams to develop marketing and communications plans to promote activities of the Church to external and internal communities.
- Increase awareness for key Church initiatives and events.
- Maintain calendar of events for key events on web, email, and social media.
- Implement branding and messaging elements to convey a focused and consistent message across multiple venues and media.
- Maintain and update the Southminster website content, including both design and day-to-day content updates.
- Conduct list management, template creation/design, and sending of HTML/text emails to congregation and community.
- Manage publicity, including banners, flyers, postcards, etc., providing timely information for participation decisions, registration, and attendance.

Social Media Management

- Design develop and maintain Southminster's presence in current and emerging social media platforms.
- Manage all aspects of Southminster's social media presence (Church website, LinkedIn, Facebook, Instagram, Twitter, YouTube).
- Drive strategy to increase daily engagement on Southminster social media accounts.

POSITION DESCRIPTION CONT.

Other Responsibilities

- Serve as a staff liaison to the MarCom Team.
- Participate in weekly staff meetings. On occasion, this may include non-traditional business hours.
- Meet regularly with the pastors, staff, and the MarCom Team to coordinate, inform, and discuss digital, print, and broadcast media communications and plans and processes.
- Consult with staff and congregational leaders and program chairs about content development, consistent messaging, and communications delivery methods.
- Manage and oversee office technological upgrades.
- Complete other duties as assigned.

Livestream Worship Services

- The technology for livestreaming worship services is currently managed by the volunteer MarCom team. The MCC will lead the behind the scenes management of online streaming services.
- Oversee posting of services to YouTube and to the church website
- Work with MarCom team to research and implement improved technology (cameras, sound equipment, mixing equipment, etc.)
- Assist with running Sunday morning livestreams

POSITION REQUIREMENTS:

Minimum Qualifications

- Relevant professional experience in communications and/or marketing, preferably in a nonprofit organization.
- Excellent written and verbal communication skills.
- Strong attention to detail and proofreading skills
- Proven results in implementing marketing and communications plans.
- Proven results in managing social media platforms (Facebook, Twitter, YouTube, Instagram, etc.) to engage a diverse audience.
- Strong Microsoft Word, PowerPoint, and Outlook skills.
- Comfortable with Microsoft Windows, File Management, and basic Windows PC operations.
- Comfortable with learning and teaching others new technologies

POSITION DESCRIPTION CONT.

Desired Qualifications

- Educational background in communications or a related field is a plus
- Experience in graphic design.
- Experience as a church webmaster is highly desired.
- Theological education or church background is desired.
- Familiarity with photo and video editing technologies.
- Familiarity with CMS platforms and basic HTML (WordPress, etc.).

RELATIONSHIPS: The Marketing and Communications Coordinator is a member of staff and works closely with other staff members, lay leaders, and the MarCom Team to strategize and implement communications across digital, broadcast, and print media. A successful candidate will be comfortable working both independently and collaboratively with staff and congregation members, including a diverse range of stakeholders.

EVALUATION: Performance evaluation and salary review will be conducted annually by the Associate Pastor with participation by a member of the Personnel Team if requested by either party.