



Communications and Social Media Coordinator

Job Description

June 14, 2022

Mission Statement: Growing in our relationship with Christ and sharing the hope of the Gospel

Job Summary

WCC's Communications and Social Media Coordinator (CSMC) will support WCC's mission and its ministries by creating and delivering accurate and timely communications, serving as a subject matter expert for a variety of communications needs and partnering with ministries to create communications strategies. The CSMC will also be responsible for church-wide social media strategies, which includes creating innovative posts and measuring their effectiveness. In addition, the CSMC will identify and develop faith-based written and video narratives that tell the stories of WCC's church body.

Supervisor: Communications Director

Qualifications and Required Skills:

1. A heart for the local church and a growing relationship with Jesus Christ
2. Demonstrates understanding and full support of the mission and beliefs of WCC and can share them with others
3. Communicates well verbally and through written communications
4. Contributes ideas and suggestions to improve communications strategies and processes
5. Posses in-depth understanding of digital and mobile marketing practices
6. Understands typography, digital design, photography and editing programs (Creative Cloud) and possess moderate to advanced photography skills
7. Self-manages multiple projects, competing deadlines and quick turnarounds while maintaining attention to detail and a high level of customer service
8. Possesses strong organization and time-management skills
9. Coachable and flexible with high character and integrity
10. Engages staff, volunteers and people positively, with a demeanor of optimism
11. Committed to improvement, seeks constructive criticism, understands strengths and weaknesses
12. Action-oriented and displays focus, passion and initiative; takes appropriate action when something needs to be done
13. Strong, collaborative team-building, conflict resolution and interpersonal skills
14. Relates well to all kinds of people, builds effective relationships, communicates effectively, both interpersonally and within the ministry
15. Experience in the full Adobe Creative Suite, ProPresenter, and Microsoft Office (preferred, but not required)
16. Minimum of two years of experience in similar roles at a church or in a related field.
17. College Degree – B.S/B.A. in communications or a related field.

Job Classification

Full Time/Nonexempt. This position will require 40+ hours per week to perform. Workdays are generally Monday through Friday, with occasional evening and Sunday morning responsibilities.



Essential Functions

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. Duties are outlined by general guidelines. Other duties may be assigned as deemed necessary by the supervisor.

Communications

- a) Serves as communications representative for assigned ministries
- b) Assists assigned ministries with projects, from the brainstorming phase to completion
- c) Creates communication plans for all ministry projects and events
- d) Assists with writing event recaps for posting on social media and the WCC website
- e) Identifies and provides items for inclusion in "Weekly Update," WCC's weekly online newsletter
- f) Assists with writing and distribution of general ministry communications
- g) Collaborates with pastors and ministries to produce stories that are timely, relevant and reflective of the church body; develops strategies to distribute those narratives
- h) Develops sermon-specific stories that support messages, as well as image and artwork concepts to accompany those stories
- i) Works closely with all ministry teams and leaders to uphold the integrity of the WCC brand across its various ministries, while advocating brand standards that uphold consistency of creative excellence and effectiveness in WCC communications and promotions
- j) Effectively plans and works within an annual budget that honors the financial stewardship goals of WCC
- k) Willingly pursues additional training as needed and/or assigned by supervisor
- l) Stays current on communications and leadership trends, methodologies, technologies and best practices

Social Media

- a) Enhances online engagement by translating leadership and ministry visions into easily consumable messages
- b) Creates and manages calendars for WCC's social media channels
- c) Works with communications and ministry teams to create written, video and photo messages
- d) Develops and implements a plan for effective use of videos on social media
- e) Produces service/event recap videos for church-related needs
- f) Supports/monitors WCC ministries that also have social media accounts
- g) Manages a team of volunteer photographers
- h) Maintains a digital archive of photos and videos
- i) Gathers and reports key engagement metrics as requested

Preferred Skills

- a) Keen eye for video shot composition
- b) Ability to edit and produce quality videos
- c) Basic knowledge of audio capturing and editing
- d) Basic knowledge of light operations and lighting subjects

Physical Requirements

- a. Able to lift up to 25 lbs.

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of duties, responsibilities and skills required of staff. WCC Leadership reserves the right to revise the position, its job functions, minimum qualifications and other aspects of the position in any way at any time.