

Job Description

Position: Marketing and Communications
Coordinator

Classification: Full-Time, Salaried Exempt

Primary Reporting Relationship: Worship Pastor

Secondary Reporting Relationship: Executive Pastor

Direct Reports: None

Interfaces: Church, school, and preschool staff members, church members, visitors, contractors, and other stakeholders as identified and appropriate.

Our vision: To saturate the 4B Area with the gospel by restoring people, families, and churches. (The 4B Area refers to the geographic area of Southeast Houston from the Beltway to the Beach and the Bay to Brazoria County.)

Profile: Our organization has a culture lead by a collaborative and cohesive team that is dedicated to accomplishing our mission while living a lifestyle that demonstrates our **Values:**

- Gospel Restoration
- Spirit and Truth Empowerment
- Relentless Love
- Hands-On Service
- Kingdom Partnership

Job Purpose: The Marketing and Communications Director creates, organizes, plans, and implements effective communication strategies, messaging, and branding for both the church and community audiences. This position will support church staff and ministries in conveying their vision and communication needs to appropriate audiences in order to fulfill Bay Area Church's vision to saturate the 4-B Area with the gospel by restoring people, families, and churches.

Major Responsibilities Include:

- Provide assistance and insight into church-wide events, initiatives, and projects as it pertains to communications and digital marketing
- Partner with church and ministry leaders to define, develop, and effectively communicate messages to church-wide and target audiences
- Manage all church platforms of communication including social media, website, digital graphics, and printed material
- Aid in digital distribution of all video and photo content
- Create graphic content for church-wide and specific ministry use
- Collaborate and coordinate with creative staff on initiatives and events for ministry
- Manage the website and mobile app of Bay Area Church
- Work to unify and align all church communications and branding
- Create design standards and processes for Bay Area Church and its ministries, and provide guidance in order to maintain consistency among all communication platforms
- Manage and coordinate marketing campaigns for internal communication and events
- Work to develop engaging communication messages that are visible to the community in order to reach those not currently associated with the church
- Facilitate proactive and intentional communication of ideas, calendaring, and messaging
- Manage the budget of the communications department
- Work with church and ministry leaders to develop communication processes and define priorities to create an environment in which messages can be communicated clearly, creatively, and effectively
- Other duties as assigned

Required Skills and Abilities:

- Bachelor's or Associate's degree in a related discipline is preferred; experience in lieu of degree will be considered
- Minimum of 2-3 years of experience in communications/marketing role
- Must be proficient with writing/editing graphic design, communication, strategy, marketing, and social media
- Should be skilled in Microsoft Office programs, Photoshop, Illustrator, and marketing analytics software
- Should be able to continually look for ways to communicate engaging messages that will evoke a desired response from the church and community
- Should seek to understand the vision cast by the leadership and organize communication messages in a way that best reflects church priorities and values
- Must collaborate well as part of a team, seeking to assist and support church and ministry leaders while engaging in larger leadership conversations and planning when appropriate
- Possesses a heart for people and ministry, seeking to meet ministry needs as well as tasks
- Must seek excellence in completing assigned tasks and duties, seeking to keep church vision and values at the forefront of all things
- Must possess strong multi-tasking capability

Physical Requirements:

If required by law, 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. All physical requirements, job duties and abilities are subject to possible modification to reasonably accommodate individuals with a qualified disability.

1. The employee is regularly required to use their hands and fingers, to include: Fingering - picking, pinching, typing or otherwise working, primarily with fingers rather than with the whole hand as in handling; Grasping - applying pressure to an object with the fingers and palm. Repetitive motion - substantial movements (motions) of the wrists, hands, and/or fingers.
2. Talking – the employee will be required to express or exchange ideas by means of the spoken word. Those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.
3. Hearing- the employee will be required to perceive the nature of sounds at normal speaking levels with or without correction. Employee will need to possess the ability to receive detailed information through oral communication, and to make the discriminations in sound.
4. Light work. Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated for light work. The worker is required to have close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading. Activities occur inside and outside, and the worker is subject to both environmental conditions.

I have received, reviewed and fully understand the job description for the position of **Marketing and Communications Coordinator**. I further understand that I am responsible for the satisfactory execution of the essential functions described therein, under any and all conditions as described. I understand that this job description is not designed to contain a comprehensive list of all of the activities, duties, or responsibilities that are required of an employee for this job, and that the responsibilities and activities may change at any time with or without notice.

Employee Name _____ Date _____

Employee Signature _____