



JOB DESCRIPTION

Position Title	Marketing and Communications Coordinator
Position Reports to:	Pastor of Children's & Jr High Ministry
Department:	Children's, 4th-6th, Jr High & Whole Life Sports
Schedule (may vary)	Up to 26 hours/week, 4 days a week. Hours are worked on campus.
Rate/Salary (optional to post)	

General Description

The Marketing & Communications Assistant helps promote events, classes, and activities sponsored by our children's, 4th-6th grade, midweek, 7th-8th grade, and Whole Life Sports ministries. You are talented at using words and images to create attractive posters, fliers, emails, web content, social media posts, and other promotional pieces that catch people's attention and clearly communicate both the facts of an event as well as its heart. You enjoy design and writing, you are highly detailed-oriented, and you can balance multiple projects at once and keep on deadline. Constantly re-shaping and re-crafting messages to reach the broadest audience possible is a fun challenge to you. And, you can tailor the style of a promotional piece to match its intended audience (for instance, a flier designed for parents should not look like one designed for kids).

Specific Duties and Responsibilities

- In conjunction with ministry leaders, develop marketing campaigns and promotional calendars for ministry events.
- Write copy and design promotional pieces such as posters, fliers, brochures, and postcards.
- Write bulletin blurbs and other material, such as announcements, that will promote events in the main adult services
- Coordinate announcement requests with the Production Team - scheduling, writing, and submitting on deadline
- Serve as liaison when working with design members of the Production Team on graphic or video projects
- Help maintain current content on web pages for each ministry
- Prepare announcement slides for monitors
- Maintain an active and engaging presence on social media platforms. Create engaging content to promote events as well as meaningful content that reflects the mission/purpose of each ministry. Interact with followers, maintaining each ministry's brand look and feel.
- Perform email campaigns through constant contact
- Post on social media (Facebook & Instagram)
- Seek exposure for church programs in the community, when appropriate, via free and paid advertising
- Occasional be present at events in order to take photos or video for future promotional use

Knowledge Skills Required for the Job

- Basic principles of graphic design and layout
- Excellent written communication skills
- Creativity

- Experience in social media marketing
- Ability to tailor messages and design style toward the intended audience

Desirable Qualifications

- Ability to collaborate with multiple teams and balance multiple projects at once
- Detail-oriented, able to keep deadlines and see projects through to completion
- Experience with design software
- Experience with photography and photo editing software
- Video editing experience is a plus
- Familiarity with Constant Contact e-marketing tools
- Familiarity with Basecamp or other project management software

Personal Relations

- Able to receive feedback non-defensively and with a willingness to incorporate suggestions into revisions of work
- Willingness to respond promptly to inquiries and feedback from different ministry leaders

Work Environment

- Most work is done at a desk and using a computer
- Scheduled weekly meetings with ministry leads to check in, review work load, and receive new promotional requests

Minimum Qualifications Required

- High School diploma
- Willingness to work within the vision and values of North Coast Calvary Chapel

Physical Requirements

- The job is mostly sedentary, and requires sitting at a desk and looking at a computer screen for extended periods of time.