



Ministry Position Description

POSITION TITLE: Communications Coordinator
REPORTS TO:
DIRECT REPORTS: None
POSITION STATUS: Part Time (20 hours/week)
FLSA STATUS: Non-Exempt
PREPARED DATE: August 19, 2020
APPROVED BY: SPRC
APPROVAL DATE:

VISION:

I acknowledge that I am part of a team of Virginia Beach United Methodist Church that is seeking to equip people to live with passion, power and purpose through our faith in Jesus Christ. I am an integral part of how that vision is expressed through my attitude, my service and my daily tasks. I will complete my ministry duties in such a way that helps others at VBUMC to deepen passion through prayer and worship, develop power through study and small group involvement, and demonstrate purpose through giving, faith sharing, and serving.

ORGANIZATIONAL PURPOSE:

This position plans, develops and coordinates communications on behalf of the church including: updating and maintaining the website and app, developing and updating messaging for social media, reviewing, editing and approving print materials developed by other staff, distributing weekly pastoral messaging to the congregation and any other communication methods that may be used.

ESSENTIAL FUNCTIONS:

- Develop and implement a strategic communication / marketing plan that communicates the work, mission, and ministries of VBUMC. This includes both digital and non-digital communication methods.
- Collaborate with the Video Production contractor to develop and publicize creative content for digital use.
- Create and drive engagement through Facebook, Instagram, and YouTube.
- Monitor and update all communication methods with timely, informative, and professional content.
- In partnership with Senior Pastor, serve as the central coordinator for media, messaging, marketing, and press releases. This includes, but is not limited to, creation and distribution of congregational messaging, social media posts, and messaging throughout the church facility.
- Consult with staff to ensure that communication materials are accurate, clear, and aligned with VBUMC visual identity standards.
- Approve the design and layout of audiovisual presentations, pamphlets, brochures and posters.



- Monitor and seek feedback on communication methods, styles and approaches to facilitate continuous improvement.
- Work cooperatively with other VBUMC staff, volunteers, and contractors.
- Attend staff meetings and work to promote a team environment.

REQUIREMENTS:

- BA/BS preferred with major in marketing, creative writing, journalism, or a related communication field. Equivalent education or work experience acceptable.
- Minimum 1 year of marketing, communications, media or related experience.
- Must be proactive, attentive to detail, and able to work independently.
- Experience and knowledge of social media platforms including: Facebook, Instagram, YouTube, Snapchat, and Twitter strongly preferred.
- Familiarity with Microsoft Word, PowerPoint, Excel, Adobe InDesign and Photoshop preferred.
- Familiarity with StoryBrand framework for communications and marketing preferred.
- Knowledge of basic HTML and SEO methods preferred.
- Nonprofit experience preferred.
- Evidence of an active Christian faith.
- Ability to adapt with church organizational structure.