

# Communications Coordinator

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Department: Communications

FLSA Status: Exempt

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## **JOB SUMMARY:**

The Communications Coordinator is responsible for overseeing and implementing internal and external communication strategies for Browncroft utilizing appropriate channels including social media, video, email newsletters, website, and print materials. In addition, lead the use of social media platforms and video stories to engage, inspire, and mobilize our community.

**REPORTS TO:** Communications Director

## **ESSENTIAL FUNCTIONS:**

- Assist communications team in developing and implementing communication strategies designed to achieve defined goals and objectives.
- Facilitate an effective voice and strategy for social media engagement by planning, scheduling, updating, and growing the reach of Browncroft social media and other digital channels.
- Pursue and utilize best social media practices to achieve defined goals.
- Track and report social media engagement through appropriate metrics.
- Proactively seek opportunities to engage our members, local community, and partners on digital platforms.
- Manage and organize digital assets.
- Lead volunteer teams on Sundays and during special events as needed.
- Seek out testimonies of God at work in our congregation and the communities we engage both locally and around the world.
- Develop efficient and effective systems to discover and curate compelling stories that illustrate Browncroft's vision and core values in action.
- Plan and facilitate onsite social media stories and other such visual engagement opportunities on Sunday mornings and at special events.
- Find and curate past Browncroft videos and photos to advance our current vision and key moments.
- Provide administrative support to Communications team including preparation and delivery of emails newsletters along with updating digital content on Facebook, YouTube, and website.
- Develop, coordinate, and manage project plans to achieve defined goals.
- Monitor analytics and create reports detailing the successes and failures of communications campaigns and strategies
- Stay up to date on industry trends and make recommendations for adjustments to communications strategies and practices.

**EDUCATION & EXPERIENCE:**

- Bachelor's degree preferred (Communications, Marketing, or a related field) or an equivalent combination of related work experience, training and/or education sufficient to successfully perform the essential duties of the job.
- 2+ years of experience in a communications or marketing role preferred.

**ADDITIONAL RESPONSIBILITIES:**

- Prepares for and attends various team meetings as required.
- Accomplishes all other duties and tasks as appropriately assigned or requested.

**KNOWLEDGE, SKILLS & ABILITIES:**

- Mature Christian with a growing relationship with Jesus.
- Ability to work well in a collaborative team environment displaying a high level of emotional intelligence.
- Excellent verbal and written communication skills.
- Ability to work on multiple projects simultaneously with firm deadlines.
- Strong organizational skills and excellent attention to details.
- Proficiency and experience with various social media platforms.
- Proficiency in Microsoft Office applications and technology required to perform job functions.
- Excellent time management and project management skills.
- Well-organized and self-directed individual who is a team player.
- Willingness to be a regular attendee at Browncroft weekend services and other church programs and events.