

CHRIST CHURCH

Job Description

Digital Engagement and Communications Coordinator

Non-Exempt position - February 2021

OVERVIEW

We seek a person who is enthusiastic about the church's mission with the skill set to assist us in becoming more aligned in our communications with a specific need to be visible and engaging across all communication platforms. Communication excellence is important, and we desire communication that is crisp, winsome, expressive of our mission and culture, and engaging to people. It is our hope that our content and communication strategy will move guests to take the next step at Christ Church and for our church family to have a daily consciousness about the church, sharing a common language and experience.

Broad Communication Planning and Management

- Work with the Christ Church Chief of Staff to plan and execute communication for the ministry year (Advent, Christmas, Lent, Easter, Stewardship Campaign, Sermon Series, Community Group Launch, Newcomers, Annual Meetings, etc.),
- Coordinate communication over various platforms and edit for consistent messaging: print, email, social media, Mailchimp, announcements, welcome table materials, mailings, etc
- Responsible for executing regular weekly communication to the congregation: emails, print, and verbal announcements

Assist with Christ Church Storytelling

- Take developed content and implement content delivery to create a coherent, engaging, consistent message across all platforms
- Imbue the culture of Christ Church along with its vision and mission in all communication (e.g. winsome witness, friendly, orthodox, teaching church, depth of discipleship, community centric, heart for the East Bay and our neighbors, culturally relevant/sensitive with commitment to justice and mercy) using the look and feel of Christ Church (logo, people, style) to contribute to the continuity of one voice, one look
- Liaison between different teams in looking for creative, winsome, and engaging ways of telling the story of Christ Church and building enthusiasm for its programs and initiatives.

Digital Communication

- Develop rhythm for all digital communications with structured deliverables weekly, monthly, quarterly and for special events
- Maintain, update, and oversee website operation and content
- Social media guru both for content and to be part of a team for interaction on various platforms. Responsible for information showing up across all platforms for visibility and continuity.
- Develop strategies for staying current with trends of content delivery and the how/why people are captivated/motivated and implement changes that drive towards engagement
- Assist with worship service post-production as necessary
- Maintain CCEB YouTube, Vimeo channels

Support Worship Arts Ministry (WA)

- Create social media posts (FB, IG) featuring new and original content
- Help disseminate existing Christ Church music by marketing via social media, BandCamp, Spotify, manage engagement and playlists
- Partner with IT / Web developer to renovate current Worship Arts page with a focus on audio recordings and video
- Coordinate biweekly live recording posts
- Worship Arts spotlight content introducing new/seasonal song materials.

- Curate and post candid video, photo, and audio content from rehearsals, recordings, and services to better amplify our Worship Arts community

IT Management (desired but not required)

- Recommend and implement IT and security protocols and provide IT support for staff
- Manage various platform's capabilities (Planning Center, Quickbooks)
- Manage various online platforms settings and billing
- Manage Christ Church computer inventory
- Determine the best platform for photo archive and design a consistent storage plan
- Create a plan for proper file storage and implement
- Archive videos, sermons, photos, and other data in a secure place

Other duties as requested

Desired Skill Set:

- Deepening faith in Jesus Christ
- Team Player
- Excellent communication skills, written and verbal
- Maintain a high level of professionalism in carrying out assigned duties and responsibilities
- Excellent time management skills and ability to multi-task and prioritize work
- Exceptional attention to detail
- App familiarity: Word and/or Pages, Google Drive, Gmail, Mailchimp, Dropbox, InDesign
- Demonstrated familiarity and understanding social media
- Culturally sensitive to Christ Church ethos, Ministry-minded and wise about church dynamics
- 3-5 years of work experience in either office management, administration, operations, project management, or other related fields that one can demonstrate a crossover of experience
- Advertisement/marketing/user experience (UX design) background a huge plus
- General design sense and skills a plus
- Having worked in a church environment a plus
- BA preferred

Works with: staff, some volunteers

Attends: All relevant staff meetings

Reports to: Chief of Staff/Director of Operations

Hours: +/-20 hours, non-exempt

Schedule: To be determined