

Communications Coordinator

Directly reports to: Campus Life Pastor

Location Assignment: Willamette Christian Church

Direct Supervision for: All WCC Campus Communications

Staff Expectations

Spiritual Life

- Personally, ensure that a robust and healthy spiritual life exists for yourself and your family, including an ongoing accountability relationship.
- Be an active member in the WCC family, including Rooted, community life, spiritual development and Baptisms
- Provide an image of what a godly person looks like by imitating Jesus both in the workplace and outside of the church.

Relational Leadership

- Promote healthy and appropriate relationships with family, staff, and volunteers.
- Maintain an active and engaged team relationship with the staff at all campuses.
- Demonstrate character-based leadership with family, staff, and volunteers.
- Personally, attain and maintain strong relationships with members of the WCC family, and cultivate an environment of warm, welcoming, hospitable relationships in the ministry.
- Fully understand the lifecycle of participation at WCC.
- Commitment to personal development of self through active learning. Initiate personal development and self-awareness.
- Communicate consistently and clearly with church family, staff, and volunteers.
- Disciple, shepherd and mentor your leadership team, setting the standard for a consistent Christ-like character, properly aligned with Scripture.

Leadership

- Submit to the overall leadership and vision of WCC/BCC/HCC while bringing independent, vision-minded leadership and advocacy to ministry.
- Work with volunteers and staff to develop goals, objectives, outcomes, and action plans for your areas of responsibility to meet the overall objectives of our church.
- Participate in scaling our ministries for the needs of the future communities that we may serve.

Role Description

Strategy and Planning

- Create communication strategies in collaboration with lead pastor and ministry leaders that coincide with the ministry/teaching calendar and upcoming events/projects and campaigns
- Increase awareness, reach, engagement, and conversions for Willamette Christian Church by continually planning, developing, implementing and evaluating campus marketing and communication strategies. Including a specific focus on digital, SEO, social, email, and other conventional and unconventional marketing tactics
- Support weekly communications with creation of WCC online newsletter, sermon slides and social posts
- Recruit, train, and retain marketing and communications **volunteers** in the areas of photography, social media, creative writing and video
- Participate in and inform the plan for across campus brand experience (look and feel)
- Partner with ministry leads to strategically plan a communications and promotions calendar quarterly and yearly as well as by project

Social Communications

- Implement and execute a social strategy that strengthens connections and community, increases engagement and facilitates healthy growth on our campus
- Manage development and distribution (including volunteer team) of content and creative posts for various social channels such as Facebook, Twitter, Instagram and Pinterest
 - Including video, photography, graphic design and subsplash app
- Oversee the feedback loop, responding to posts and engaging with those who comment
- Responsible for crafting clear and compelling language for campus communications (aptitude for writing)

Project Management

- Provide vision and direction for incoming creative and communication requests, keeping track of first, second, and third tier prioritization
- Deliver projects to ministry clients as well as internal teams and ensure final products comply with agreed upon strategy and style guide

- Oversee the creation and delivery of campus marketing assets including signs, campus emails, social campaigns, direct mail, and swag
- Manage communication projects and campaigns from inception to completion ensuring deadlines are met both internally and externally while maintaining a high level of customer service with campus teams
- Work with local campus to update and maintain the website communication and functionality
- Develop, lead and oversee the photography volunteer team
- Provide oversight for and create registration forms for special events as necessary (ie Discover and Baptisms)

Collaboration

- Collaborate with the Central Communications team to execute the strategy for church-wide campaigns and event
- Partner with the Communications Director to create promotional schedules and manage the promotional calendar
- Meet with and help guide Ministry Leads (onboarding new staff) to submit requests for support with a reasonable lead time for promotions/communications
- Partner with the Central Teams (Digital, Web, Communications) to develop “self-service” tools, templates, and training that educates, empowers and equips ministries to encourage a decentralized support structure (ie Canva)

All Campus Expectations

- Each member of the Communications team will remain fast, fluid, and flexible to support the vision of WCC/BCC/HCC and its leaders and provide support to team members during “all-hands” moments. This may require performing tasks outside of the given job description.
- WCC/BCC/HCC is a teaching church, which means the Communications Team will participate in donating a small percentage of time teaching and equipping other churches with our guiding philosophies and best practices.

Proficiency and Aptitude

- Canva, proresenter, project management software such as: Trello and Notion

And other duties as requested by leadership