



Job Title	Communications Project and Digital Media Coordinator		
Reports To	Communications Associate Director	Rev	Date Approved: October 2024

Level/ Grade	Type of position:	
	<input type="checkbox"/> Full-time	<input type="checkbox"/> Exempt
	<input checked="" type="checkbox"/> Part-time	<input checked="" type="checkbox"/> Nonexempt
	<input type="checkbox"/> Intern	

**PURPOSE OF POSITION**

The Communications and Digital Media Coordinator is responsible for working with the Communications Associate Director to create, manage, and distribute the church’s internal and external communication. This role will oversee the church’s social media presence, coordinate digital marketing strategies, and manage all church-related communication platforms to enhance engagement with members, visitors, and the community. The ideal candidate is a creative, organized, and tech-savvy individual with a passion for ministry and communication.

**JOB RESPONSIBILITIES**

**Social Media Management:**

- Develop and implement a comprehensive social media strategy to promote church events, services, and messages across platforms (Facebook, Instagram, YouTube, etc.).
- Create and curate engaging content that reflects the church’s mission and values, including text posts, images, videos, and graphics.
- Monitor and respond to comments, messages, and interactions on social media in a timely and respectful manner.
- Track and analyze social media performance, making recommendations for improvement.
- Coordinate photographers for events, weekends, and meetings to gather content.
- Maintain file, photo, and video organization
- Collaborate with ministries to assist them in their social media presence.

**Digital and Print Communications:**

- Create and send weekly newsletters to the congregation via email.
- Collaborate with Communications Associate Director to craft and disseminate key messages on digital platforms
- Ensure a cohesive aesthetic and consistent voice across all visual and written communications that aligns with Church at Viera’s brand and voice.

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### **Event Promotion and Marketing**

- Work with Communications Associate Director to execute marketing campaigns promoting church events, programs, and outreach efforts both digitally and in print.

### **EDUCATION**

- High school graduate
- Bachelor's degree preferred

### **EXPERIENCE**

- Previous experience in social media management, communications, or marketing, preferably in a church or non-profit setting.
- Proficiency in social media platforms (Facebook, Instagram, YouTube, etc.) and graphic design software (Canva, Adobe Creative Suite)

### **SKILLS**

- A vital and growing personal faith in Jesus Christ
- Align with the vision, mission, and values of Church at Viera
- Highly adaptable and able to work under pressure.
- Ability to build designs from conception to final product
- Collaborates and works well in a team environment with strong interpersonal skills
- Knowledge of Microsoft office products & generic database applications
- Working knowledge of general office equipment
- Ability to plan, prioritize and manage multiple tasks
- Ability to work independently to accomplish tasks without direction
- Ability to deal with problems efficiently and effectively while maintaining good working relationships.
- Excellent communication skills (phone, written, and personal)
- Full-time schedule with ability to be flexible with varying ministry needs.