



JOB TITLE: PT Communications Coordinator

MINISTRY AREA: Communication

REPORTS TO: Executive Director of Administration

Prepared By: Executive Director of Administration

PURPOSE OF THE JOB

Communications

Responsible for the internal and external communication activities of First Presbyterian Church. In charge of the marketing of the church through advertising, public relations and traditional, electronic, and emerging media. Oversees and is “hands-on” with both internal and external communications activities, assertively helping each ministry communicate their activities. Oversees all website, graphic, social media, print material, swag generated by all ministries.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Create and execute communication strategies to advance the core strategies (Gather, Grow, Go) the church’s mission statement and preserve a positive image.
- Tell the stories of what God is doing in and through First Presbyterian Church.
- Develop, recommend, and implement the marketing and communication strategies for the church.
- Communicate information regarding the church, its mission and activities, to appropriate targeted audiences through existing communications such as e-chimes, Sunday bulletin, email, blog, social media, and develop other channels as needed.
- Develop and maintain relationships with church leaders and media representatives at all levels.
- Improve and manage the church’s website and social media.
- Supervise outside designers, printers and other vendors as needed.
- Develop and manage the annual communications/marketing budget.
- Head up and carry out special projects and campaigns as assigned.
- Manage and produce the annual Celebrate magazine.
- Manage and edit videos.
- Work with administrative assistants and other staff in developing graphic designs
- Edit communications materials as needed.

KNOWLEDGE AND SKILLS

Required

- Holds the characteristics of a dedicated Christian, positive attitude, self-starter, assertive, and committed to excellence.
- Feels a calling to help fulfill the church's mission "To discover and live the way of Christ in the expansive grace of God."
- Be able to demonstrate strong managerial skills and excellent written/oral communication skills.
- Possess a comprehensive knowledge of media strategies and processes.
- Understand printing and publication processes.
- Have strong computer skills with the ability to train others on web updates as needed.
- Broad understanding of marketing and mass communication utilizing current media and emerging technologies (radio, TV, print, web, social media, etc.)
- Have the ability to work with diverse personalities and interests.
- Be willing to work outside of normal business hours in relation to church events and meetings such as session or committee/team meetings.
- Possess the ability to handle stress, work independently and as a team member, and deal with people in a professional and Christian manner.

Preferred

- Professional work in public information, journalism, advertising, marketing, current communication technologies, or related field. Experience in working in a church environment is preferred.
- Bachelor's degree in journalism, English, Communications, Marketing, Public Relations or related field is preferred.

ADDITIONAL RESPONSIBILITIES

- Serves as a representative of the church, displaying courtesy, tact, consideration, and discretion in all interactions with members of the church and with the public.
- Other duties as assigned.

Committee Approved: _____ **Date:** _____ **Position Group:** _____

Part Time: 25-29 hours a week

Background Check Required

Grade _____ **Position Class** _____ **Exempt: Yes** ___ **No** ___

Security Sensitive: Yes ___ **No** ___

First Presbyterian Church | 1100 S Harrison | Amarillo, TX 79101

p: (806) 373-4242

www.firstpres.com