

# THE VILLAGE UMC

## Marketing and Communications Coordinator

**Reports to:** Director of Operations

### **Ministry Description:**

To coordinate with the Lead Pastor of The Village, the entire Village team and the Reach team to enhance promote, illustrate, and share the story of The Village to the community and Village People.

### **Qualifications and Skills:**

- Self-starter who takes initiative and anticipates needs.
- Positive and flexible attitude.
- Entrepreneurially minded and able to create/implement plans contextual to both the community and The Village's current needs.
- Detail oriented and highly organized.
- Project Manager who can work with a variety of teams and vendors, including volunteer leaders.
- Excellent people skills and a strong work ethic.
- Excellent communication skills, both written and oral.
- Enjoys a team environment and a job they can build, grow and evolve as well as working independently to complete a variety of tasks.
- Able to juggle multiple tasks and changing priorities without becoming frustrated.
- Bachelors or associate degree in marketing and previous experience preferred.
- Strong understanding of, and ability to execute, social media management.
- Experience in graphic design strongly preferred.
- High proficiency with Mac computer/devices and operating system.

### **Work Schedule and Number of Hours: 20 Hours**

20 hours per week. Hours to typically occur between Sunday and Thursday, based on needs and church calendar.

### **Ministry Responsibilities (including but not limited to):**

- Attend weekly and monthly staff meetings.
- Attend monthly Lead Team and Creative Team meetings.
- Create and execute Marketing/PR strategies and plans based on The Village's events, sermon calendar, and MAP (Ministry Action Plan). Work with, and help guide, the Reach Team and Reach Team Lead on brainstorming and executing all marketing needs, including attending monthly Reach Team meetings (currently the 2<sup>nd</sup> Wednesday of every month from 6:00 – 7:30 p.m.)
- Oversee the execution of all advertising needs (digital, print, social media).
- Oversee all Social Media, implementing and utilizing new outlets when appropriate. (Facebook, Twitter, Instagram, Google Adwords, Yelp.)
- Create, or work with Reach Team and/or contracted graphic designers on the development of all graphics. (series collateral, swag for big events and sponsorships, mailers, social media posts, etc)
- Maintain website
- Create and print weekly bulletins
- Write copy and create design for weekly emails.
- Support other areas such as Village Kids, Village Youth, Village Groups, with their communication needs when appropriate (i.e. posting on social media)