

ST. MARK'S UNITED METHODIST CHURCH
COMMUNICATIONS AND OUTREACH COORDINATOR
JOB DESCRIPTION

Accountable to: Administrative Team Leader

Description: The Outreach and Communications Coordinator leads the staff and congregation by creating:

- Avenues for reaching new people through cutting-edge communications
- Communications that inspire the congregation to grow in Christian faith, and share and serve Christ in the world.

Purpose: To serve the church as a team member supporting the Mission Statement and Identified Priorities of St. Mark's:

- I. St. Mark's United Methodist Church will bring Christ to the world by taking Church out into the world.
- II. St. Mark's United Methodist Church will reach out to people in all ages and stages of life, with an emphasis on younger people.
- III. St. Mark's United Methodist Church will prayerfully examine our church structure. We will seek to strengthen the systems, which are supporting and nurturing our ministry, and to relinquish those systems which no longer serve us well.
- IV. St. Mark's United Methodist Church will become physically involved in mission and justice projects.

Primary Duties and Responsibilities:

A. Provide vision and leadership for the church's communication and outreach ministries, including identifying and developing proficiency in new communications mediums, and emphasizing communications with the 20s-40s age group.

B. Communications

- Maintain and update church website
- Maintain and update Facebook pages and other social media
- Coordinate marketing and advertising for Dove Mountain location (second site)
- Create publications
 - Edit and send Pastor's weekly email message and notes from the office
 - Design, edit and produce monthly Messenger newsletter
 - Create and send weekly Facebook posts
 - Maintain website events calendar and printed events calendars
 - Develop events posters
- Produce Messenger articles for upcoming events and other outreach/communications projects
- Produce other publications, brochures and marketing materials for internal and external use.
- Create and maintain messages for monument sign
- Take, manage and post church photos and videos
- Maintain Constant Contact database.
- Assist Church Growth and Hospitality with seasonal marketing recommendations, design and produce materials
- Send Covenant Council meeting notices, produce agenda and slides for meetings, coordinate slide presentations and handouts for meeting.
- Create and maintain contact with local media

- Produce press releases
- Develop and maintain relationships with media producers
- Coordinate all Church advertising
- Create and maintain Life-Touch online photo directory
- Receive, monitor and reply to the church's generic email address (info@umcstmarks.org) in a timely manner.
- Maintain the Telephone System messaging system and schedule emergency line notifications

C. Outreach

- Develop new avenues for reaching new people through community outreach.
- Emphasize communication with the 20s-40s age group
- Coordinate current successful community outreach events, such as First Responders event
- Participate in community organizations, such as Oro Valley Chamber of Commerce and Oro Valley Chamber of Commerce

Qualifications:

- Demonstrate high proficiency using Microsoft Office
- Demonstrate high proficiency of Adobe Creative Suite, or Publisher
- Strong time management skills
- Strong creative design skills and ability to execute across multiple mediums
- Demonstrate proficiency using Android or Apple mobile devices
- Demonstrate ability to use social media applications such as but not limited to: Twitter, Facebook, Snap chat, texting and Instagram.
- Experience interfacing with media outlets such as radio and TV, with media production companies and producers to generate promotional/educational material.
- Experience maintaining and updating websites.
- Able to articulate well verbally and in print.

Physical Requirements & Skills:

1. Sedentary work requirement, with constant (more than 2/3 of the time) handling, hearing, seeing, and sitting.
2. Frequent (1/3 to 2/3 of the time) fingering, keyboarding, talking, video display terminals.
3. Occasional (up to 1/3 of the time) walking, bending/stooping,
4. Ability to supervise others as team leader, elevated reading, speaking, and writing, advanced reasoning, and good computer abilities.

Environmental Conditions: Work is predominately inside and generally provides protection from weather conditions but not necessarily from temperature changes.

This position is 30-33 hours per week and is eligible for benefits.

How to Apply: Interested applicants should submit a cover letter and resume to info@umcstmarks.org on or before Friday, March 13, 2020.