



YA Communications Coordinator Job Overview

Qualifications for employment at Watermark requires having made a life commitment to Jesus Christ, agreement in writing with the Beliefs and Governance statements of Watermark and having a work history and a lifestyle that is consistent with scriptural principles in the Bible.

Title: Young Adults Communications Coordinator

FLSA status: Non-Exempt

Department: Young Adults

Reports to: Young Adults Director

Position summary: This role is responsible for The Porch communications, branding, digital media, volunteer creative team, merchandise, and Awaken Conference marketing.

- Own strategy and execution of digital content such as social media, email campaigns, podcasts, The Porch app, and website.
- Act as the Creative Director for The Porch brand and volunteer creative team.
- Responsible for consistency of The Porch voice and copywriting for all digital content and communications.
- Oversee the creation of all The Porch merchandise.
- Ideation, strategy, and execution of Awaken Conference marketing, merchandise, and on-site creative team.

Role qualifications:

- Strategic thinking, creative vision, marketing minded, organized, leadership skills, and an ownership mentality.
- Excited about Watermark, The Porch, and what God is doing here with a desire to let the world know too!

Position Responsibilities:

1. Act as Creative Director for The Porch brand and creative volunteer team.
 - Oversee all content created for The Porch such as photography, video, graphics, sermon series assets, and other projects (opener videos, testimony videos, etc.).
 - Meet with arts team and leaders on a weekly basis to cast vision, foster relationships, and work alongside photographers, videographers, and graphic designers to maintain brand consistency across all projects.
2. The Porch social media channels.
 - Own strategy, execution, and management of all social media channels – Facebook, Instagram, Twitter, YouTube, etc.
 - Develop and maintain master content calendar for all digital content.
 - Stay up to date on best practices related to social media and continue to innovate as needed.
3. Copywriting for The Porch communications.
 - Write content in The Porch brand voice across all platforms – website, podcast descriptions, app, social media, emailer, etc.
 - Write and publish weekly emailers to national audience with excellence.
4. Digital content - website, app, and weekly podcasts.
 - Responsible for content, building landing pages, and maintaining excellence on The Porch website.



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- Oversee weekly podcast titles, descriptions, and publishing.
 - Submit Help Desk tickets for website and/or app issues.
 - Keep app updated as needed.
5. The Porch merchandise.
- Ideate concepts, delegate designs, and oversee process of merch creation.
 - Release seasonal merchandise quarterly such as shirts, sweatshirts, hats, drinkware, journals, etc.
6. Awaken Conference marketing.
- Responsible for creating overall marketing strategy and executing across all platforms.
 - Creation of merchandise for The Porch and Awaken to be sold at Awaken Conference.
 - Vision, strategy, and execution of Awaken Conference on-site creative and social media team, managing all content creation for live posting, and memorializing the weekend through photography, video, and graphics assets.

Essential skills and experience:

- Bachelor's degree or higher in Marketing, Communication, Advertising, or a related field.
- 2-3 years of experience in a field related to digital marketing, social media, communication, and/or agency experience.
- Proficient in social media, website, and/or analytics tools.
- Experience writing for digital mediums - blogs, online editorials, etc.
- Strong writing skills - ability to learn and write in The Porch tone of voice and execute according to The Porch brand personality - relevant, authentic, and fun loving.
- Creative visionary and leadership abilities.
- An ability to relate to our target audience (Johnny and Jane Dallas).
- Good organizational skills, detail oriented, and strategic minded.
- Ability to meet deadlines with minimal supervision.