



Young Adults Communications Coordinator Job Overview

Qualifications for employment at Watermark include 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 are consistent with biblical principles. Must be an existing Member of Watermark or willing to become one.

JOB TITLE: Young Adults Communications Coordinator

FLSA STATUS: Exempt

DEPARTMENT: Young Adults

TIME REQUIREMENTS: Full Time

REPORTS TO: Young Adults Creative Director

CLASSIFICATION: Non-Ministerial Role

STAFF MISSION STATEMENT: Inspiring and equipping every Member to live a life of full devotion to Christ.

POSITION SUMMARY: Responsible for developing and project managing communications and marketing strategies for the Young Adults Team.

ESSENTIAL SKILLS & EXPERIENCE:

- Preferably three to five years experience in advertising, communications, PR, marketing, or project management
- Ability to create and drive a cross-channel content calendar based on ministry objectives
- Strong understanding of channel management and measuring the success of communications strategies
- Track record of collaborating with clients and internal teams of creatives and content producers
- Proficient with Mac, Microsoft Office, project management platforms (Asana), and social media platforms
- Familiarity with The Porch, the young adults ministry of Watermark, strongly preferred

POSITION RESPONSIBILITIES:

1. Young Adults Communications Strategy
 - a. Collaborate with Young Adults directors and the creative staff to plan communications campaigns
 - b. Define and improve the brand, voice, and storytelling of The Porch
 - c. Oversee ministry communications across in-person, social, email, web & app, print, and other channels
 - d. Write and/or edit copy in line with the ministry's brand and voice
 - e. Execute the delivery of social content, Tuesday night messages, weekly emailer, app pushes, and more
 - f. Measure analytics and optimize content delivered by the ministry
2. Communications & Creative Project Management
 - a. Develop and execute the project management strategy for recurring and new initiatives of the ministry
 - b. Create plans, schedules, manage tasks, and coordinate project resources to meet objectives and timelines
 - c. Oversee staff, volunteer, and freelance graphic designers, photographers, videographers, and copywriters
 - d. Proactively identify and troubleshoot risks to accomplishing communications goals on time
3. Other Responsibilities
 - a. Serve in a project management capacity for Landscape, the ministry's volunteer creative team
 - b. Provide communications leadership for key events, conferences, and other initiatives of the ministry
 - c. Sharpen internal ministry communication in addition to the public face of the ministry
 - d. Remains flexible for other ministry tasks and needs
 - e. Contributes to and shapes the culture of the ministry

DIRECT REPORTS: N/A (project management oversight of Young Adults Content Creator, etc.)

MARKERS OF AN IDEAL CANDIDATE:

- Combines big picture, strategic thinking with excellent attention to detail
- Compliments organizational skills with an eye for creativity and quality
- Strong sense of urgency, timeliness, and problem solving in a fast-paced environment
- Flexibility; capable of shifting communication plans due to rapid changes and quick turnaround times
- Portfolio highlighting past communications or marketing experience
- Passionate about young adult discipleship