



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: Communications Coordinator

FLSA STATUS: Exempt

DEPARTMENT: Communications

REPORTS TO: Director of Communications

POSITION SUMMARY: This role is responsible for building and championing certain internal Watermark ministry brands. They will serve as the conduit between ministry teams and the creative teams (social media, graphic design, photography, and filmmakers) to determine creative strategy and coordinate efforts to ensure needs are met for their assigned ministry's communication initiatives.

SPIRITUAL GIFTS:

Administration, Leadership, Discernment

ESSENTIAL SKILLS & EXPERIENCE:

- 2-4 years of experience in account/brand management or marketing coordination
- Understands the creative process and what graphic designers, photographers, and filmmakers need to be successful

POSITION RESPONSIBILITIES:

- Works with ministries to champion their communication needs and coach them toward better, more strategic communication
- Helps integrate the ministry messages into Watermark's master communication channels and coach ministries to execute messages in their own channels with excellence
- Shepherds communication initiatives through the entire creative process including strategy, development/production, feedback, quality control, implementation, and measurement
- Works with project managers for the creative disciplines (photography, social media, written content, film, and graphic design) to set strategy, direction, and timelines for creative needs
- Maintains constant knowledge of status, priority, and next steps of all communication workflows of their assigned ministries and constantly communicates status with stakeholders
- Oversees and maintains budget line items related to their ministry (e.g., paid social, print production, etc.) under the direction of the Director of Communications
- Regularly audits strategic ministries to understand and sharpen their communication plan and proactively build their ministry brands

Will work closely with communications team, social media team, ministry teams, and the project managers for various creative disciplines (graphic design, film, photography, content, etc.)

MARKERS OF AN IDEAL CANDIDATE:

- Must be a Watermark Member or willing to pursue membership at Watermark
- Soft skills: strategic, detail-oriented, administratively gifted, good communicator, works well on a team, thrives in a fast-paced environment, servant-hearted, can juggle multiple projects at the same time

Job description not final. The position will be shaped around the giftedness and passions of the individual.