



# The Porch Communications Coordinator

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:** Young Adults

**REPORTS TO:** Creative Director

**POSITION SUMMARY:** We're looking for a Communications Coordinator for the Young Adults ministry at Watermark called The Porch. As The Porch ministry continues to form and grow, so do the opportunities to share stories of God's grace and redemption among the young adults in our city. Through the project management of thoughtful visual, audio, and written media, our Communications Coordinator is a vital piece of the storytelling process who helps us stay on track and keep pace in a ministry that is constantly growing and staying in touch with our diverse audience.

## **SPIRITUAL GIFTS:**

- Administration, Leadership, and 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 videographers need to be successful
- Strong experience and understanding of effective project management and workflows
- Ability and desire to write copy for multiple platforms in line with specific branding
- Experience using Contentful is preferred, or a similar content management platform
- Strong familiarity with The Porch ministry is preferred.
- Must be a Watermark Member or willing to pursue Membership to apply

## **POSITION RESPONSIBILITIES:**

- Works closely with Creative Director and Content Creator to understand, interpret, and deliver on the graphic, video, and written communication needs of the ministry
- Oversees communication/marketing initiatives through the entire creative process including strategy, development/production, feedback, quality control, implementation, and measurement
- Oversees project management of multiple projects at once, sets deadlines, and works to keep creative team on track to reach deadlines
- Maintains constant knowledge of status, priority, and next steps of all creative projects and constantly communicates status with stakeholders
- Utilize strategic thinking and strong communications skills to help present ideas both verbally and visually.
- Plans, owns, and executes on The Porch's master communications calendar.
- Writes copy in line with The Porch brand for social media, email communication, message, podcast descriptions, etc.
- Takes final creative assets and implements them on the appropriate channels (social, email, website, app, etc.)
- Tracks analytics information on all social media and content channels, such as Instagram, YouTube, Spotify and Apple Podcasts
- Oversees, updates, maintains, and improves The Porch website content and The Porch app content
- Work closely with volunteer team of graphic designers, photographers, and filmmakers - empowering them to assist in the development of visual assets where helpful or where workload necessitates.
- Offer and receive constructive creative feedback with team members
- Ideate strategic ways to continually move The Porch brand forward
- Work cooperatively and with flexibility in a team environment
- Incorporate strategic feedback from leadership with positivity, flexibility, and efficiency

#### MARKERS OF AN IDEAL CANDIDATE:

- Strategic
- Detail-oriented
- Administratively gifted
- Project management skills
- Good communication skills
- Works well on a team
- Thrives in a fast-paced environment
- Servant-hearted
- High capacity
- Self-managed
- Passionate about The Porch, and Young Adults being funneled into the broader Church
- Must be a Watermark Member or willing to pursue membership at Watermark

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