



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

TIME REQUIREMENTS: Full Time; in-office

REPORTS TO: Lead Communications Coordinator

CLASSIFICATION: Non-Ministerial Role

VISION: Abiding in Jesus, we are making disciples together.

POSITION SUMMARY: Responsible for championing ministry communication needs and serving as the connection between ministry teams and the Communications Team. Leads campaign and messaging strategies, coordinates creative efforts, and proactively solves problems to ensure communication needs are met.

POSITION RESPONSIBILITIES:

- Works with ministry partners to understand their ministries and champion their communications needs
- Creates messaging strategies and promotional plans to integrate ministry messages into Watermark's church-wide communications channels
- Leads communication campaigns through the entire creative process, including strategy, production, feedback, quality control, implementation, and measurement
- Works with project managers across creative disciplines (graphic design, social media, photography, film, and written content) to set strategy, direction, and timelines for creative needs
- Maintains current knowledge of the status, priority, and next steps for all communication workflows for assigned ministries and regularly communicates updates to stakeholders
- Coaches ministries toward better, more strategic communication
- Proactively evaluates and strengthens ministry communication strategies and channels to ensure consistent, effective brand stewardship
- Strategizes and executes paid budget line items related to assigned ministries (e.g., paid social and print production) under the direction of the Lead Communications Coordinator
- Takes on special projects at the request of the Lead Communications Coordinator or the Executive Director of Communications
- Participates in general Watermark staff-required activities (expense reporting, Staff on Call, staff meetings, Christmas Eve, Easter, other "all hands on deck" events, etc.)

ROLE QUALIFICATIONS:

- Commitment to the vision and 10 markers of Watermark Community Church
- Commitment to Watermark's staff values: Dependent, Unified, Excellent, and Fun (DUEF)
- 2-4 years of experience in account and brand management or marketing coordination
- Understand the creative process and what graphic designers, photographers, and filmmakers need to be successful
- Markers of an ideal candidate: strategic, excellent communication and administration skills, flexible, positive, detail-oriented, works well on a team, thrives in a fast-paced environment, takes initiative, and can juggle multiple projects and stakeholders simultaneously

All employees' job descriptions are subject to change from time to time at the sole discretion of management.