



# 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 the communications needs of various Watermark ministries. They will serve as the conduit between ministry teams and the communications team, working to determine creative strategy and coordinate efforts to ensure needs are met for their assigned ministry's initiatives.

## **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, production, feedback, quality control, implementation, and measurement
- Works with project managers for the creative disciplines (graphic design, social media, photography, film, and written content) to set strategy, direction, and timeline for creative needs
- Maintain constant knowledge of the status, priority, and next steps of all communication workflows of their assigned ministries, and constantly communicate 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 executive director of communications
- Regularly audits ministry communication strategies to understand and sharpen their communication plan and proactively build their ministry brands
- Takes on special projects at the request of the lead communications coordinator or executive director of communications
- Participate in general Watermark staff-required activities (expense reporting, Staff on Call, staff meetings, retreats, 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, 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.*