

COMMUNICATIONS COORDINATOR

Reports To: Administrative Executive

Status: Full Time

Ministry Area: Administrative Support

Schedule: Monday - Friday; TIWTH On-site; additional availability for scheduled special events on-site may be required

SUCCESS SUMMARY

Success in this role looks like clear, consistent, and engaging communication that reflects LifePoint's mission, strengthens its brand, and helps people take their next step with Jesus.

POSITION SUMMARY

The Communications Coordinator provides support for all internal and external communications at LifePoint Church. This individual is responsible for ensuring every communication clearly reflects the mission, vision, values, and culture of LifePoint while helping people take their next step with Jesus.

The Communications Coordinator supports and coordinates LifePoint's internal and external communications across digital, print, and creative platforms, ensuring consistent messaging and branding that effectively supports the church's ministries, events, and community engagement.

This role cultivates and develops volunteers while equipping ministry leaders with effective communication strategies that help connect people to Christ and to the ministries of LifePoint Church. This position is essential in the storytelling and first impression of LifePoint Church.

ESSENTIAL RESPONSIBILITIES

Communication Strategy

- Develop and implement the annual church communications strategy.
- Create communication plans for ministry initiatives.
- Develop communication timelines for every major event.
- Ensure consistency of messaging across all communication platforms.
- Evaluate communication effectiveness and recommend improvements.

Brand Management

- Serve as steward of the LifePoint Church brand by maintaining consistency
- Regularly review ministry communications for consistency.

Website Management

- Maintain an engaging, visitor-friendly website by updating pages, managing ministry information, improving navigation, and monitoring analytics.
- Ensure cohesiveness between website and mobile app

Social Media Leadership

- Develop and oversee strategy for all social media platforms that are utilized by LifePoint Church (Facebook, Instagram, YouTube, Church App)
- Remain knowledgeable on emerging platforms
- Develop and implement annual content plan for LifePoint Church
- Monitor engagement and interactions
- Use paid advertising when appropriate and within approved budget

Worship Service Communications

- Coordinate weekly communication elements including:
 - Announcement slides
 - Digital signage
 - Worship graphics
 - Sermon graphics
 - Livestream graphics
 - Online worship experience

Graphic Design

- Produce and oversee creation of all printed materials used by LifePoint Church
 - Sermon series branding
 - Event graphics
 - Ministry promotions
 - Registrations
 - Signage around the building

Ministry Support

- Partner with ministry leaders on communication plans and establishing timelines
- Manage communication requests from ministry leaders
- Final approver of ministry communications

Volunteer Leadership

- Recruit, train, and supervise volunteers to support the communications initiatives of LifePoint Church. This could include:
 - Graphic Designers
 - Writers
 - Photographers/Videographers
 - Social Media Team
 - Communication Interns
- Create systems for ongoing volunteer development
- Respond to any volunteer engagement requests

Internal Communications

- Coordinate staff communications about important updates, policy changes, ministry updates, etc
- Take Notes at staff meetings and ensure follow up items are sent to appropriate staff/volunteers
- Develop and send church-wide newsletters or emails

Budget & Vendor Management

- Develop and manage communication budget
- Manage and develop relationships with vendor

QUALIFICATIONS

- Bachelor's degree preferred in Communications, Marketing, Journalism, Graphic Design, Digital Media, or related field.
- Three to five years of progressively responsible communications experience, preferably within a church or nonprofit.
- Prior church or nonprofit experience is preferred.

MINISTRY AND VALUES ALIGNMENT

The Communications Coordinator is expected to model LifePoint's values through a Christ-centered, people-first approach to communication. Effectiveness includes both accomplishing the work with excellence and cultivating a healthy ministry culture marked by integrity, collaboration, spiritual maturity, clear communication, accountability, and care for people as presented in UNLEASHED team values.

WORK ENVIRONMENT AND PHYSICAL REQUIREMENTS

This role regularly works in an office setting with extended periods of time in front of a computer. Some standing or walking during gatherings, moving throughout public ministry spaces, and lifting or carrying communication equipment may be required. Reasonable accommodations may be provided consistent with applicable law.

POSITION DESCRIPTION NOTICE

This position description summarizes the role's primary responsibilities and expectations. It is not intended to include every possible duty. LifePoint Church may revise responsibilities as ministry needs develop, consistent with the part-time scope of the position and applicable law.