

Title: Communications Coordinator
Reports to: Director of Connections & Communications
FLSA Status:
Approved By:
Approval Date:



HOUSTON **NW** CHURCH

POSITION OVERVIEW

The Communications Coordinator helps implement Houston Northwest Church's communication and advertising strategies and supports the Director of Connections and Communications.

To be successful in this role a candidate must have strong, effective communication skills and be highly organized with strong attention to detail. All HNW employees must fully support the ministry of HNW and its leadership team through their words and actions and are expected to maintain a professional and positive presentation to all members of the congregation.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Participate as a member of the Connections and Communications ministry team, brainstorming and strategizing ways to connect and communicate with all publics (internal and external).
- Maintain awareness of new trends in communications and suggest ways to appropriately integrate them in HNW's communication strategy.
- Manage social media content and calendar.
- Execute social media strategies and campaigns as planned by ministry, including monitoring metrics to identify areas for growth and improvement.
- Oversee general website content and maintenance.
- Perform ongoing maintenance of the mobile app, YouTube channel, Linktree, etc.
- Produce weekly digital newsletter and manage subscriber list.
- Manage print and digital media elements across campus as needed.
- Manage promotional needs for events and special activities.

REQUIRED QUALIFICATIONS

- Bachelor's degree from an accredited college/university with an emphasis on digital marketing preferred.
- 1-3 years of experience in digital marketing/communication roles.
- Strong verbal and written communication skills.
- Strong computer skills required. Intermediate to advanced proficiency in MS Office (Word, Excel, Outlook), Internet and social media.
- Working knowledge of Adobe creative products (Photoshop, Illustrator, InDesign) preferred, but not required.
- Knowledge of Google Analytics and reporting.
- Experience in Google and Facebook advertising.
- Highly organized and detail oriented.
- Ability to manage multiple projects at once in a fast-paced environment.

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- Possess strong time management and organizational abilities.
- Ability to work independently with minimal supervision.
- Ability to perform well with distractions & interruptions.

PHYSICAL DEMANDS

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand; walk; sit; use hands/fingers, handle or feel; reach with hands and arms; stoop, kneel, crouch, or crawl; and talk or hear. The employee must lift and/or move up to 30 pounds.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate. It is a non-smoking environment.

COMMENTS

The above statements are intended to describe the general rule of this job and the level of work performed by employees in this position. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees. The job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties required by their supervisor. Houston Northwest Church job requirements are representative of minimum levels of knowledge, skills, and/or aptitudes to perform each duty proficiently. This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.