



JOB DESCRIPTION

POSITION: Communications Coordinator — Lincoln Square

FLSA STATUS: Non-exempt

BAND: 5

DEPARTMENT: Lincoln Square Congregation

REPORTS TO: Lincoln Square Director of Ministry

DATE: February 1, 2018

HOURS WORKED: Full time; 40 hours a week

Sunday work not required, but will be asked to attend Redeemer Lincoln Square at least 2x/month.

POSITION SUMMARY:

Coordinates and executes on all communications at Redeemer Lincoln Square. This includes coordinating and executing worship bulletins, social media, website and app content, update emails, mailers, and more, as well as working alongside the Director of Ministry to develop a communications strategy and editorial calendar for the year. This position requires high attention to detail and grammar, and is also people-intensive. Strong organizational, multi-tasking, problem-solving and interpersonal skills are essential, and a marketing /communications degree or 3+ years previous experience in communications, marketing, or advertising is required.

JOB DESCRIPTION:

1. Communication strategy — 5%

- Work closely with the Director of Ministry to develop a communications strategy and editorial calendar for the year. Execute accordingly and run all necessary approvals through the Director of Ministry.
- Develop a full understanding of the Redeemer voice and brand, as well as the Lincoln Square tone, style and philosophy on communication. Learn Redeemer's style guide.
- Serve as communications liaison with Hope for New York, City to City, Center for Faith and Work, Counseling Center, Short Term Missions, and other churches.

2. Hospitality — 25%

- Work closely with the Director of Ministry to send personalized notes and gifts to all new givers on a monthly basis.
- Work with artists and designers in the congregation to develop yearly Christmas and birthday cards. Coordinate the Christmas card and birthday card design process. Write and send personalized Christmas and birthday cards to all volunteers, donors, and involved congregants.
- Develop a process for following up with all new attendees and congregants to help them get involved and connected to the congregation and community.
- Work alongside the Hospitality and Volunteer Manager to develop innovative ways to encourage and empower the congregation to know, care for, and pray for one another (e.g. encouragement cards).
- Work alongside the Hospitality and Volunteer Manager to design and order premiums for gifts to volunteers, donors, and new members.

3. Sunday communications, Connects and bulletins — 25%

- Edit and coordinate printing of the Sunday bulletin each week and oversee schedule and development of liturgy.
- Write and compile Sunday announcements and provide to Sunday Operations Coordinator and Worship Leader prior to Sunday service.
- Work closely with Redeemer designer to have ads created weekly for Connect, as well as ads edited as necessary to fit the LSQ tone of voice.
- Input content into Expression Engine (Redeemer's ad system) for weekly Connects. Edit Connects each week and review with Director of Ministry.
- Participate in the process of editing congregant testimonies and Prayers of the People.

4. Lincoln Square website and app updates — 20%

- Work closely with the Lincoln Square team and departments to ensure website content is up to date and relevant at all times.
- Work with Redeemer designer to have necessary rotator ads created for website and app on a monthly basis.
- Update the website and app weekly with new registration links, rotator ads, and content.
- Update the online event calendar weekly with new events and changes to events.
- Coordinate all video productions and photoshoots for new photos and videos for our website and social media.

5. Emails and invites — 5%

- Edit and send out all update emails, as well as invites, follow-up emails and reminders.
- Work closely with the various LSQ ministry departments, including CG team and LSQ Kids to assist in editing and sending their emails, newsletters, updates, and communications.

6. Events — 5%

- Develop a communications plan for all events, working closely with all ministry departments for their specific events.
- Write copy for all events and communications that are in line with the Redeemer voice, LSQ tone, and Redeemer style guide .
- Create registration links in TouchPoint (Redeemer's content management database) with necessary copy and confirmation emails.
- Work with Redeemer's designer to create invites through TouchPoint for events. Write invite copy and send via TouchPoint for all ministry events.

7. Social Media — 15%

- Develop a content calendar at least one month ahead of time for approval of the Director of Ministry.
- Post approved social media content daily to necessary channels and platforms.
- Work closely with LSQ photographers and volunteers to develop innovative and fresh content for social media on a monthly basis.

QUALIFICATIONS:

- Need to embrace Redeemer's vision and have a gospel-oriented heart for New York City.
- Minimum four-year college degree required.

- Must have a marketing, communications, or advertising degree, or 3+ years experience in journalism, PR, publishing, advertising, marketing, or communications.
- Must be highly detail oriented and skilled in grammar and editing.
- Must be a proficient administrator who is logical and able to problem-solve and prioritize.
- Must be able to manage multiple projects simultaneously and follow through on details to completion in a timely manner with excellence.
- Must be highly relational in order to work alongside other congregations, departments, and organizations.
- Must attend a gospel-centered church in New York City.

SKILLS AND EXPERIENCES

- Excellent communication and interpersonal skills.
- Exceptional organizational skills
- Experience in communications account management a strong plus.
- Online applications (Google Drive, Google Calendar)
- Social media platforms (Facebook, Instagram, Twitter)
- Experience in content management databases and systems a plus.
- Proficient in MS Office applications (Word, Excel)