

JOB DESCRIPTION

Presbyterian Mo-Ranch Assembly
Hunt, Texas

JOB TITLE: Communications Coordinator

DEPARTMENT: Marketing and Communications

SUPERVISOR: Vice President of Marketing and Communications

FLSA CLASSIFICATION: Exempt

JOB CODE: Full Time

MO-RANCH MISSION STATEMENT

The mission of Presbyterian Mo-Ranch Assembly is to foster growth in God through Jesus Christ by sharing its unique living, learning, Christian environment.

OBJECTIVE OF JOB

We are looking for a creative individual who sees digital platforms as vehicles to tell our brand's stories! Reporting to the vice president of marketing and communications, the communications coordinator will assist with the writing, editing, research, planning, development and execution of internal and external communication strategies.

The successful candidate will assist with creating and managing various print, digital and web-based communications content and will coordinate communications efforts across multiple channels. They will collaborate with other departments to ensure brand consistency and coordination of messaging to achieve the highest communications standards.

ESSENTIAL JOB FUNCTIONS:

1. Works collaboratively with marketing, sales, camp, program and development team on developing and executing communication, sales and marketing strategies.
2. Manage a strategic social media communications plan under the direction of the vice president of marketing and communications that includes a balanced mix of the different departments that Mo-Ranch offers that correlates to our organization's marketing and communications plan for the year.
3. Assist with editing and maintaining the organization's website.
4. Responsible for maintaining organization's communication and mailing database, media contact list, e-newsletter contact list and other constituent contact lists.
5. Responsible for following a strategized email marketing calendar for the year and creating email marketing communications such as monthly e-newsletters, conference and camp promotions and fundraising campaigns.
6. Assists management by proofreading and editing various communications vehicles as needed.
7. Write various content articles including monthly donor spotlight, blog posts, press releases, etc.
8. Assist with researching additional communication and advertising outlets, article submissions and other avenues to promote the organization.
9. Coordinate photography for events and activities as needed. Ensure appropriate releases are signed and filed; maintain graphics & photo files.
10. Prioritizes and completes multiple assignments, tasks and projects in a timely manner.

QUALIFICATIONS

- 1-3 years of experience working in the marketing and communications sector.
- Bachelor's degree in marketing, communications, English, journalism or another related field a plus.
- Excellent written and verbal communications, and must be good with details for proofreading, copy editing and content development.
- Ability to perform in fast-paced environment while working independently with little supervision and strong organizational skills.
- Active use of social media channels including, but not limited to, Facebook, Instagram, Twitter, Snapchat and YouTube.
- Knowledgeable in Microsoft Office, specifically Word, Excel, PowerPoint and Outlook.
- Experience working in WordPress, Constant Contact, Adobe, Hootsuite or other web platforms is preferred.

OTHER

This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, efforts or working conditions associated with the job. While this job description is intended to be an accurate reflection of the current job, management reserves the right to revise the job, work schedule, and/or to require that other or different tasks be performed when circumstances change (e.g., emergencies, changes in personnel, workloads, rush jobs, or technological developments).

ACKNOWLEDGEMENT

I hereby acknowledge that I have read and understand the above and agree to abide by the duties and responsibilities of my position and this job description. Further, I agree this does not imply an employment contract and this agreement is in effect and in accordance with personnel policy. My employment may be terminated at any time with or without cause.

Employee Signature

Date

Print Employee Name