

Digital Communications Coordinator – Job Description

General Description

In support of the Creative Director (CD), the Digital Communications Coordinator is responsible for creatively reaching the various audiences of Lighthouse Church (LH). The Digital Communications Coordinator will champion the Communications Strategy of LH from conceptualization to execution. This role will produce copy and some design for all deliverables necessary to support the mission and vision of LH, and will collaborate with Creative Producers (CPs) to plan and execute visually compelling Stories. The ideal candidate has a passion for Jesus, a love for design, and is a strategic thinker with exceptional writing skills.

Essential Job Functions

General Communications:

1. In support of the CD, oversee all major marketing and communications platforms, including, but not limited to: Sunday Announcements, The LH App, Church Center, the LH Website, Facebook, Instagram, TikTok, YouTube, and Email.
2. Collaborate with the Creative Department to develop engaging, innovative content for Worship Services, Sermon Series, Ministry Projects, and more.
3. Diversify the means in which content is communicated, both during Worship Services and throughout the week, to increase the engagement and effectiveness of church-wide and ministry-specific initiatives.
4. Serve as the Communicator and Advisor during all communications crises per the LH Crisis Policy and Procedures Policy.

Social Media:

5. Manage, maintain, and develop the LH Social Media Strategy in support of the mission and vision of LH, overseeing Instagram, Facebook, TikTok, YouTube, and the LH App.
6. Build engagement with those who interact with LH through our digital channels; start and steward conversations that are important to LH.
7. Collaborate with Creative Producers to share Stories and Testimonies of those involved at LH across all channels as appropriate, resulting in no less than 4 shared stories per month across varied platforms.
8. Conduct regular analysis of implemented plans and provide updated recommendations to improve the effectiveness of overarching LH communication strategy and its associated tactics.
9. Collaborate with the IT Director to improve the LH App and online presence, increasing reach and effectiveness.

Copywriting and Design:

10. As a creative wordsmith, the Digital Communications Coordinator will pair relatable, compelling copy with fresh, innovative design and relevant communications strategies to communicate all Jesus is doing in and through LH.
11. Draft correspondence as assigned by leadership to match the tone and voice for all “voices” of LH across all communications platforms, including but not limited to LH Corporate, the Lead, Executive, and Associate Pastor(s) as directed.
12. On a per-project and per-event basis, develop additional design deliverables as needed for various communications needs using the Adobe Suite (primarily Photoshop and Illustrator).
13. Draft and copy-edit all print and digital content, including, but not limited to, printed collateral, pre-service loop graphics, and website copy.

Administrative:

14. Assist in the development of an annual Communications budget for the Arts Department as directed, and manage spending to budget.
15. Perform other duties as assigned.

Leadership:

16. Recruit, train and lead volunteers to grow and perform in their function, including but not limited to social media and copywriting.

Education and Experience

The ideal candidate is an LH Partner with a minimum of 5 years experience of marketing and/or communications experience in a church and/or business environment. A degree in marketing, communications, graphic design, or a related field is preferred. The successful individual will also possess expertise across all social media platforms, the Adobe Suite, Google Apps, and Apple applications. A minimum of three writing and design samples are required.

The successful individual is a strong writer with proven experience in integrated marketing, strategy development, and creative storytelling. He or she has exceptional attention to detail, strong leadership skills, and is comfortable collaborating across teams and ministries. He or she has the ability to meet tight deadlines in a fast-paced environment while leading a cross-functional team of creatives.

Compensation

This is a full-time position (40 hours) compensated at a rate depending on experience.