

## **POSITION DESCRIPTION COMMUNICATIONS COORDINATOR NORTHMINSTER UNITED CHURCH**

### **ROLE SUMMARY:**

The Northminster United Church Communications Coordinator's goal is to increase engagement across the congregation and surrounding communities. The main responsibilities to accomplish this goal are:

- Communicate the mission and vision of Northminster United Church
- Reflect Northminster United Church commitment to the community
- Engage Northminster United Church members and community
- Develop Digital content for the work and ministry of Northminster United Church

### **Position :**

- Part time - 40-50 hours per month
- Pay: \$25.00 per hour
- Reports to the Northminster United Church Coordinating Ministry and the Ministry and Personnel Committee
- May work from home and at the church building.
- We recognize the dynamic nature of communications work. Not all the below responsibilities will be required weekly and parts of the work may be seasonal. We will work together to find a balance of hours and responsibilities.

### **Working Relationships:**

The Communications Coordinator will work collaboratively with the Northminster United Church Board, Coordinating Minister, staff and volunteers. This work may include:

- Attending staff meetings once a month and /or as needed
  - Communicating regularly with the Coordinating Minister
  - Attending events, programs or initiatives as needed
  - Attending Sunday worship at least once month or more as needed
  - Supporting the Dream Team with their Communications needs. The Dream Team is Northminster United Church's committee discerning and visioning the future now that we have completed the sale of our building and search for a new home.
-

## **RESPONSIBILITIES:**

---

### **Communications:**

---

- Responsible for Northminster United Church Communications including events, programs and/or initiatives (i.e., Community events like Trunk & Treat) as outlined by the Coordinating Minister, Office Administrator, Ministry Personnel or Church Committees.
- Support volunteers with communication and technology.

### **Branding:**

---

- Ensure consistent use of Northminster United Church branding in all applications by staff, Board, committee members and others who communicate on behalf of Northminster United Church.
- Ensure that all promotional materials are aligned with our brand identity.
- Ensure all communications follow Northminster United Church's mission and values.

### **Dream Team:**

---

- Attend meetings as needed to be familiar with their work
- Communicate to the Congregation their ongoing work and progress

### **Social Media:**

---

- Regularly post on our social media accounts, including Facebook, Instagram, X (four or more posts per week)
- Analyze Northminster's social media and look for ways to promote further engagement
- Develop and run Northminster's social media campaigns that highlight Northminster ministry, programs, events, community initiatives and/or promote engagement.
- Plan and run digital ads on our social media platforms, including but not limited to Facebook, Instagram

### **Content Development:**

---

- Take photos and/ film video for content creation
- Northminster uses Canva for all digital content. We follow the rule of designing once and use across print, web, social media and worship
- Support the Office Administrator with graphics for Worship that reflect our branding

### **Qualifications:**

---

- Organized, self motivated and able to work independently.
- This person has excellent communication skills, both orally and in writing.
- Comfortable in new settings and speaking to small and large groups.
- Familiar with the United Church of Canada and its theology.
- Computer skills and a good understanding of new and trending technology
- Ability to network interpersonally, socially and online.

