

*We exist to exalt Jesus Christ, to become His fully devoted followers  
and to share His grace and truth with all people.*

**COMMUNICATIONS COORDINATOR  
SALEM ALLIANCE CHURCH**

Department: Administration & Worship  
Supervisor: Executive Pastor  
Supervises: No  
Volunteers: Recruits, Places, Develops, Encourages  
Exempt Status: Non-Exempt  
License Requirement: No

**GENERAL STATEMENT OF DUTIES:** Consistent with the mission statement of Salem Alliance Church and under the general supervision of the Executive Pastor, the Communications Coordinator gives oversight to the communications functions of the church through various media outlets (e.g., print, website, social).

**DISTINGUISHING FEATURES OF POSITION:** The Communications Coordinator plans and has primary oversight for all of the communications functions of the church through the use of a variety of media outlets (e.g., print, website, social media). The Communications Coordinator has broad administrative responsibility for the church's communications functions. The Communications Coordinator position is supervised by and distinguished from an Associate Pastor who supervises, oversees an entire department and is a member of the Pastoral Management Team. The Communications Coordinator is distinguished from the lower level Ministry Assistant position that provides support services, but does not have broad administrative responsibility.

**CORE JOB FUNCTIONS:** An employee in this classification shall perform core functions as outlined below. However, these core functions do not include all of the specific essential functions that an employee may be required to perform, nor would an employee be required to simultaneously perform all functions listed below.

1. Internal & External Communications
  - Regularly communicate with all ministry areas of the church in order to communicate and market ministries in the most effective way. Stay up to date on trends and changing times
  - Support all ministry areas by offering creative solutions to communication inquiries and needs
  - Implement, coordinate and manage a common language and standard for both inner and outer church communications
  - Maintain, edit, proof and publish church brochures
  - Use email database to send out timely newsletters, updates and reminders to the congregation

2. Website
  - Keep the church website visually appealing and up-to-date. Collaborate with team members on the overall design, look and mapping of the website. Work with ministry areas to streamline their intended communication and identify content that is out-of-date
  - Uphold the Salem Alliance brand standards across the entire website
  - Troubleshoot any errors on the website and fix in a timely manner
  - Streamline any content that's currently on, or going onto the website in an effective, timely way
  - Compile, update and manage the digital bulletin with current events and information on a weekly basis
3. Social Media
  - Manage all social media accounts by collecting content, creating graphics, scheduling daily posts and responding timely to comments and/or messages received
  - Maintain effective, friendly communication to all likes, comments or questions on social media
  - Research and include new, fresh stories from the church on all social media outlets
  - Research, maintain and implement new strategies, trends, techniques and platform changes staying in line with organizational guidelines
4. Weekend Service Content
  - Edit, enhance and create sermon slide content on a weekly basis
  - Support with design, as needed, for pre-service infographics and podcast graphics
  - Coordinate, manage and organize verbal announcements for weekend services
  - Schedule, write copy for and assist with the weekend video announcements
  - Communicate effectively with preaching and worship team to assure all needs are being met for weekend services
5. Graphic Design
  - Use Adobe Creative Cloud programs and Canva as needed for graphic projects and weekly tasks
  - Manage Salem Alliance's Canva account to reflect brand standards and ensure all ministry areas have access to and understand Salem Alliance brand standards
  - Assist ministry areas with their design needs with both digital and physical graphic projects
  - Design and publish larger physical publications like the RTI Magazine and the Salem Alliance Annual Report once a year

**ESSENTIAL JOB FUNCTIONS:** An employee in this classification shall perform essential job functions as outlined below. However, these essential job functions do not include all of the specific essential functions that an employee may be required to perform, nor would an employee be required to simultaneously perform all functions listed below.

1. Models for the staff and church family the life of a fully-engaged “partner” at Salem Alliance Church (e.g., completed the partnership process in a timely manner, regular attendance at weekend worship, regular financial giver, volunteers in other ministry areas)
2. Assist in developing and implementing the annual communication budget
3. Consistently attends and participates in assigned meetings and events (e.g., weekly staff meetings, biennial staff retreats and team meetings)
4. Work collaboratively with pastors, worship leaders, technicians, and office support staff

**MINIMUM POSITION REQUIREMENTS:** Completion of a four-year undergraduate degree in communications, design or marketing and the equivalent of three or more years of full-time experience overseeing the communications and/or marketing functions of an organization comparable to the church.

**Other Requirements:**

1. Must pass background check conducted by Salem Alliance.
2. Must maintain a safe driving record, possess a valid driver’s license and be able to obtain an Oregon license within three months of hire.
3. Spanish, American Sign Language or other second language-speaking ability is desirable, but not required.

**PHYSICAL, EMOTIONAL & MENTAL DEMANDS:** The physical demands described here 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 essential functions.

While performing the duties of this job, the employee must: must be able to regularly climb stairways to access equipment; must possess mobility to work in office setting and utilize standard office equipment, including a computer. The employee is required to stand, kneel, crouch, walk, sit, use hands and to reach with hands and arms. The employee must be able to lift up to 25 pounds from the ground. The Communications Coordinator must have the physical and mental stamina to work a flexible schedule including some weekends and some holidays; to work with large numbers of staff and volunteers simultaneously, to think clearly in the midst of pressure, to keep track of multiple priorities and to meet multiple expectations. On occasion, work requires a stage presence before large audiences.