

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

**COMMUNICATIONS & CONTENT COORDINATOR
SALEM ALLIANCE CHURCH**

Department: Administration
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 Communication Coordinator oversees communications for the church.

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.
- Design, edit, proofread, and publish church-wide brochures, annual report, and other printed materials.
- Use email database to send out timely newsletters, updates and reminders to the congregation.

2. Website and Digital Bulletin Management

- 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 Work with ministry areas to streamline their intended communication and identify content that is out-of-date.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 website errors and resolve issues efficiently.
- Streamline all content on the website in an effective, timely way.
- Oversee the creation, editing, and publishing of the weekly digital bulletin, ensuring accuracy and timely updates.

3. Social Media Strategy and Engagement

- Manage all social media accounts by collecting content, creating graphics, scheduling daily posts and responding timely to comments and/or messages received.
- Monitor interactions and respond to comments and messages in a timely, welcoming, and professional manner.
- Source and share stories from within the church community to encourage connection and engagement through social media.
- Stay current on social media trends, tools, and platform updates; adjust strategies accordingly to maximize impact.

4. Graphic Design and Visual Content

- Create digital and print graphics using Adobe Creative Cloud, Canva, and other design tools, ensuring alignment with Salem Alliance brand guidelines.
- Assist ministry areas with their design needs with both digital and physical graphic projects.
- Edit, enhance and create sermon slide content on a weekly basis.
- Support with design, as needed, for pre-service infographics and podcast graphics
- Manage verbal announcements for weekend services.
- Communicate effectively with preaching and worship teams to ensure all needs are being met for weekend services.
- Design and publish large print publications like the Missio Magazine and the Salem Alliance Annual Report once a year.

5. Media Production

- Plan, shoot, and edit video content for message series, weekend services, online services, and special events.
- Scout filming locations, capture high-quality audio and video, and deliver polished final products on time.
- Coordinate, manage, and produce announcement videos, testimonies, and creative segments that engage and inspire the church community.
- Capture B-roll footage of ministry programs and events (e.g., baptisms, outreach, camps).
- Create or source motion graphics and music beds to enhance video storytelling.
- Manage media production timelines, maintaining excellence, creativity, and alignment with the mission of Salem Alliance.

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. Model 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. Consistent with organizational guidelines and timeframes, thoroughly complete employee reviews for each direct report (if applicable)
3. Consistently attend and participate in assigned meetings and events (e.g., weekly staff meetings, biennial staff retreats and team meetings)
4. Work collaboratively with other staff members and departments
5. Spanish, American Sign Language or other second language-speaking ability is desirable, but not required

MINIMUM POSITION REQUIREMENTS: The equivalent of four or more years of full-time experience in a setting comparable to the church, overseeing the successful operation and troubleshooting of communication and/or creative media production.

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: possess coordination and balance to traverse cat walks, climb ladders and install equipment, sometimes in awkward locations; must be able to regularly climb stairways to access equipment; must be able to operate technical equipment, requiring good dexterity, vision and aural skills; 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 70 pounds from the ground. The Director of Information Technology must have the physical and mental stamina to work a flexible schedule including weekends and some holidays; to work with large numbers of staff and volunteers simultaneously, to think clearly in the midst of pressure, to perform job responsibilities at multiple back-to-back weekend services, to keep track of multiple priorities and to meet multiple expectations. On occasion, work requires a stage presence before large audiences.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing 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 often works mostly indoors and is required to use a variety of office and technical equipment. The church campus has multiple floors connected by stairways. An elevator connects some, but not all, of those floors. The employee must climb stairs many times each day to locations that have no elevator access. The employee may drive several times each week to attend meetings, make purchases or attend training.