

High Point Church

Communications Coordinator

Full Time Salaried Position

Overview

This team member helps lead the church through communication methods including print and online media, website development, storytelling, and more. High Point Church has a message of truth, hope and purpose that comes from Jesus. But before people in our congregation or community encounter that message, they encounter our church. This communications coordinator job is to maximize the things in High Point that attracts people to the message and remove the things that repel them.

Spiritual Requirements

- Confesses Jesus Christ as Savior and Lord.
- Able to share with others a clear testimony of Christian faith.
- Has consistent discipline in their devotional life in worship, prayer, Bible study and reflection.
- Obeys the Scriptural directives for growth and development of an individual Christian life, demonstrating the fruit of the Spirit and attitudes and actions of “servant-leadership” as indicated in the life of Jesus and throughout Scripture.
- Embraces Scriptural standards for behavior and attitudes in both physical and digital spaces.
- Pursues a vibrant relationship with the triune God through engagement with Scripture, prayer and worship, both individually and in community.
- Develops self-leadership: growing in self-awareness, self-management, relational integrity, and healthy practices including rest.
- Agrees substantially with the Articles of Faith, Constitution and Bylaws of High Point Church.

Character

- Relationally warm, respectful and helpful towards others, treating people courteously and diplomatically.
- Humble. Has a teachable attitude and a desire to grow spiritually and personally.
- Has a deep sense of responsibility for and commitment to the High Point Church mission, vision and values.

Education and Experience

- Bachelor’s degree preferred in communications, marketing, journalism or similar field.
- Organizational and management gifts or skills either professionally acquired or personally developed.
- Graphic design practice and artistic perspective.

Competencies and Expectations

- Able to initiate, innovate and strategically develop projects that effectively communicate the purpose, mission, goals, objectives and strategies of High Point Church and its events and ministries.
- Competent in Adobe InDesign, Photoshop, Illustrator, and Premiere and Microsoft products.
- Possesses strong oral and written communication skills.
- Able to cultivate a positive public relations image of High Point Church in the community.
- General knowledge of video production.
- Demonstrated ability and commitment to work in a diverse team environment as well as an ability to take initiative and work independently.
- Ability to develop procedures for tasks and manage multiple projects and works efficiently.
- Ability to work well under pressure and meet deadlines.
- Able to handle information in a confidential and professional manner.
- Ability to create and operate within in a budget.
- Able to organize projects, workflow and details involved.
- Pays attention to detail and handles work with accuracy.
- Able to learn things quickly and can self-teach.
- Takes initiative and is proactive.
- Ability to grasp a vision. Asks clarifying questions to get to the meaning and purpose of events, structures, systems, etc.
- Must be able to work respectfully and in harmony with fellow staff, volunteers and High Point Church members, attendees and new guests.

Position Responsibilities and Duties

- Coordinate and plan communications schedule to align the church with the mission and vision, inform the congregation of what is happening and eliminate excess clutter in the calendar.
- Work with staff team and ministry leaders to develop strategic plans for communicating their ministry and events so the congregation can connect, grow and serve.
- Oversee, plan, strategize and create content for communication venues, which include:
 - Website
 - Bulletin (print and email)
 - Informational flyers
 - Next step documents
 - Blog
 - Sunday announcements
 - The HUB (online database)
 - Church Emails
 - Social Media
 - Podcast
- Work with lead pastor for packaging and branding Sunday morning series.
- Design graphics for presentations, promotions, online images, print graphics, etc.
- Keep consistent branding of High Point Church internally and externally.

- Deliver Sunday morning announcements or coach others to deliver announcements that encourage, motivate and inform the church of what is happening and how to be involved.
- Tell stories of what God is doing in the congregation by producing or equipping volunteers to produce video, written articles, etc.
- Handle outside media interactions, advertising, commentary, etc.
- Utilize the Communications Manual and help ministries implement the guidelines. Keep the manual up-to-date and provide the necessary changes.
- Stay up to date on the best ways to communicate and advise colleagues of new developments and opportunities. Implement and assist in the development of new communication mediums and opportunities.
- Enthusiastically support and participate in the 'teaching church' model of ministry of High Point Church.
- Oversee department's interns.
- Additional responsibilities, as requested.

Relationships

- Reports to Executive Pastor
- Works alongside all other ministry staff