

Hibernia Baptist Church Job Description

Position: **Communications Coordinator**

Reports to: **Executive Pastor**

Position Summary:

The Communications Coordinator is responsible for coordinating the ministry's communications and marketing activities and is responsible for the development and delivery of ministry branding.

Responsibilities:

- Implement the communications strategy and plan for the ministry coordinating with leadership to ensure goals are met
- Coordinate the implementation of a marketing strategy - including campaigns, events, digital marketing, and PR
- Effectively managing timelines with ministry leaders for deliverables
- Serve as a project manager for subcontracted support services and volunteers
- Work with each ministry, developing high quality and effective marketing materials that align correctly with the overall brand strategy
- Manage social media presence to improve social media reputation and recognition
- Deliver internal communication needs for the ministry
- Plan and implement promotional/lead generation campaigns, while creating/using metrics to measure results
- Prepare print resources ensuring appropriate quality and necessary approvals
- Serve as a point of content for all website editing and page creation ensuring proper quality and branding style standards
- Other duties as assigned by Sr. Pastor/Executive Pastor