

First Image
Development Team
Communications Coordinator
Job Description

Reports To: Executive Director of Stewardship Development

Overview: Communications are a primary way we engage people in the work that God is doing through First Image. Through communications we tell inspiring stories, share thought provoking resources, and seek to connect with hearts and minds to grow the engagement of the already involved, draw those that are not yet connected, and raise funds for the ministry. The Communications Coordinator will be responsible for creative development of communications (in collaboration with the Development team), coordinating the resources necessary to actualize communications, and keeping us moving forward in improving our overall communications approach.

Principal Responsibilities:

1. Work with Executive Director of Stewardship Development (EDSD) and the development team to develop and implement a comprehensive communications approach.
2. Recommend and develop improvements to workflows, content creation, and integrating communications across media.
3. Provide creative input and coordinate content creation for our Social Media, Direct Mail, Email, Video, Blog, and other media.
4. Manage the relationship with communications vendors including outside design, printing, video, photo and others.
5. Work with EDSD to establish communications goals and budget.
6. Recommend to team ideas for improving content, platform utilization, and fundraising and reach results from communications, consistent with the ministry's overall vision and plans.
7. Performs special projects within responsibilities and as directed.

Qualifications:

Required:

1. A growing relationship with Jesus Christ and His church.
2. Compassion for and commitment to redemptive work in sexual brokenness, unplanned pregnancy, and abortion.
3. Personal, professional, and public integrity.
4. Strong written and oral communications skills.
5. A "team-mindset" to contribute to and benefit from working together in a collaborative environment in order to fulfill the mission of First Image.
6. Problem solving attitude; one who welcomes brainstorming and innovation, flexible/adaptable to various working styles, and resilient when facing unexpected situations.
7. Experience with a variety of communications platforms and overall comfort with modern media approaches.
8. Ability to develop a comprehensive communications plan.

Preferred:

1. Bachelor's degree or equivalent experience.
2. Familiarity with the following software: Facebook, Twitter, Instagram, WordPress, Basecamp, Photoshop, Adobe Premier Pro, and Mailchimp