

Christ Presbyterian Church and Academy Job Description
Communications Coordinator

POSITION PURPOSE: The Communications Coordinator serves CPA and CPC by assisting the Operations Manager and the Director of Communications, coordinating and implementing communications, PR and marketing projects to carry out the Academy's and the church's missions and to strengthen these organizations' reputations both internally and externally.

POSITION HELD BY: Vacant

SUPERVISES: None

DIRECT REPORT: Operations Manager for Communications and Enrollment

POSITION OUTCOMES/EXPECTATIONS:

- I. Serve as a key member of the Shared Services Office of Communications, which is essentially an internal PR firm with the Academy and the church as its clients.
 - II. Support the goals of the annual communications/marketing plan.
 - III. Create, update and ensure accuracy of online content for cpalions.org and christpres.org, working closely with departmental content managers.
 - IV. Research, write and edit communications materials including online content, weekly newsletter articles, annual-report articles, press releases, etc., in support of the Office of Communications. Act as a "reporter" to search out and share good news from CPC/CPA.
 - V. Serve as a contact point for editorial projects moving through Communications in conjunction with the department's graphic designers.
 - VI. Coordinate distribution of messages to CPC/CPA constituents.
 - VII. Handle basic layout/design (primarily in Word or InDesign) for periodic printed and online materials using templates, logos, photos and other graphics.
 - VIII. Oversee the gathering, cataloguing and use of media (photos/video) for internal and external distribution. This includes taking and/or coordinating photos/video.
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QUALIFICATIONS AND REQUIREMENTS:

Education

- Bachelors Degree - preferably in communications, public relations, journalism or related field

Experience

- Prefer one to three years' experience in communications, public relations, journalism, writing/editing or related field

Skills and Abilities

- Possess strong interpersonal/relational skills, organizational and time-

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- management skills, and strong written, and verbal communications skills.
- Ability to communicate clearly, friendly, and helpfully on the phone and in person.
 - Possess strong computer software skills, chiefly Microsoft Office, and demonstrate ability to work within our online content-management program.
 - Skilled in basic website management and social media with experience in content-management systems and search-engine optimization (SEO).
 - Ability to shoot, edit and organize photographs and video.
 - Basic layout skills working primarily in Word, PowerPoint, InDesign. (PhotoShop and awareness of basic graphic design skills are a plus.)
 - Demonstrate a high level of enthusiasm and a positive demeanor in working with CPC/CPA members, volunteers, staff, and external audiences.
 - Must understand editorial/PR/marketing in light of a Christ-centered culture

Requirements

- All employees must commit to performing their duties in accordance with the stated mission and purpose of the school, CPA Policies and Procedures Manual, and the Westminster Confession of Faith. All employees must be evangelical Christians and active members of an evangelical Christian church.

All of the above duties and responsibilities are essential job functions for which reasonable accommodation will be made. All job requirements listed indicate the minimum level of knowledge, skills and/or ability deemed necessary to perform the job proficiently. The position description is not to be construed as an exhaustive statement of duties, responsibilities, or requirements. Employees may be required to perform any other job-related instructions as requested by their supervisor, subject to reasonable accommodation.
