

POSITION DESCRIPTION: COMMUNICATIONS COORDINATOR

First Presbyterian Church of Strasburg

ACCOUNTABILITY

The Supervisor (Pastor-Head of Staff) has supervisory responsibility over all staff. Outreach and Fellowship Committee has functional oversight over the Communications Coordinator.

POSITION OVERVIEW

The Communications Coordinator is responsible for developing, implementing, and managing communication strategies that effectively share the mission, ministries, and life of First Presbyterian Church of Strasburg. This role will oversee social media, digital communications, and assist in creating a unified voice across all church platforms.

PURPOSE OF THE ROLE

To increase awareness, engagement, and participation in the life of the church by clearly and consistently communicating with both the congregation and the broader community.

RESPONSIBILITIES

1. Social Media Management

- Develop and maintain a consistent posting schedule across platforms (e.g., Facebook, Instagram)
- Create and publish engaging content (graphics, photos, short videos, announcements)
- Promote church events, sermon series, and ministry activities (e.g., Ignited, Easter Egg Hunt, VBS)
- Monitor engagement and respond to messages/comments in a timely manner

2. Content Creation & Storytelling

- Capture and share stories of ministry impact within the church
- Coordinate photos/videos during events and services when appropriate
- Work with ministry leaders to highlight programs and testimonies
- Help develop branding consistency (tone, visuals, messaging)

3. Communication Strategy

- Help implement a cohesive communication plan across all platforms
- Ensure alignment between social media, email, website, and print materials
- Identify opportunities to expand reach into the local community
- Track basic metrics (engagement, reach) and adjust strategy as needed

4. Collaboration

- Work closely with church staff, pastors, and ministry leaders
- Coordinate communication needs for events and ongoing ministries
- Support outreach efforts by promoting community-facing initiatives

5. Qualifications

- Strong familiarity with social media platforms (especially Facebook and Instagram)
- Basic graphic design skills (e.g., Canva or similar tools)
- Ability to communicate clearly and creatively
- Organized, self-motivated, and dependable
- Passion for the mission of the church and its ministries

6. Preferred Skills (Not Required)

- Experience managing social media for an organization or ministry
- Photography and/or videography skills
- Basic video editing
- Familiarity with church management or email platforms

7. Time Commitment

- Part-time (estimated 8 hours per week)
- Flexible schedule, with some weekend availability for content capture
- Available during church programs throughout the year

8. Reporting Structure

- Reports to Head of staff.
- Meets monthly with the Outreach and Fellowship committee

9. Outcome Expectations

- Increased engagement on social media platforms
- Greater awareness of church ministries and events
- More consistent and unified communication
- Expanded reach into the surrounding community

HOURS

A normal week would average 8 hours per week.