



## **Central United Methodist Church**

### **Marketing and Communications Coordinator**

#### **Job Description**

The Marketing and Communications Coordinator will support the ministries of Central United Methodist Church through efficient communication and promotional efforts. The Marketing and Communications Coordinator will be responsible for congregational and community relations support.

The Marketing and Communications Coordinator is responsible for the development and implementation of Central UMC's communication strategies and works toward enhancing the church's public image. The coordinator develops materials and interacts with members, staff, and external clients to deliver Central's messages to the public and the media using traditional and social media platforms. The coordinator contributes to the development of publications, manages the church's website, facilitates marketing campaigns, schedules meetings, creates timelines, and helps plan virtual and in-person events.

The coordinator must maintain an atmosphere of Christianity, professionalism, respect, care, compassion, helpfulness, and hospitality when interacting with members of our staff, our congregation, and our community.

#### **Specific Duties and Responsibilities**

- Develop a strategic plan for the creation of a brand voice for church communications in collaboration with church leadership.
- Create a style guide for church publications (print and electronic)
- Assist ministry leaders in implementing communications strategies via all church media, including print, audio/visual and web.
- Serves as a liaison to the Worship Design Team Ministry to ensure consistent brand identification for CUMC.
- Guide the development, maintenance, and effectiveness of CUMC's website and social media platforms.
- Deliver fresh, relevant content across all communication and marketing platforms.



- Become proficient with the church's online streaming platforms (e.g., Streamyard, Zoom)
- Provide leadership in all strategic marketing initiatives.
- Publish marketing materials and advertising of events and outreach via emails, evites and postings on social media.
- Collaborates with CUMC's staff and ministries as needed: Pastors, Facilities, Outreach, IT, HR, Church Secretary, Business Manager, Children and Youth Ministry, Young Adults, etc.
- Stay current with marketing and communication trends and resources including networking and educational events, reading blogs, listening to podcasts, etc.
- Perform other duties as assigned.

### **Skills, Knowledge, and Qualifications**

- Exceptional technical skills in written and oral communication
- Working knowledge of graphic design, web, and multimedia
- Ability to work collaboratively with multiple ministry teams and projects.
- Experience with both MAC and PC platforms
- Working knowledge of Microsoft Office Suite, electronic publication, and social media platforms (e.g., WordPress, Constant Contact, Facebook, Instagram, YouTube, etc.)
- Be a creative thinker and an analytical person
- Comfortable leading informational presentations in a group setting

### **Education and Experience**

Bachelor's degree welcomed. At least two years' experience working in marketing, communications, or related fields. Non-profit experience a plus.

**Job-Type:** Part-time – 20-25 hours a week

**Pay Range:** \$20-\$25/hourly based on experience.

### **Contact /Application information**

If interested, please apply by sending your resume to: [SPRC@centralumcatl.org](mailto:SPRC@centralumcatl.org)