



JOB TITLE: COMMUNICATIONS AND MARKETING PROJECT COORDINATOR

SUMMARY:

The full-time Communications and Marketing Project Coordinator will work under the direction of the Communications and Marketing Director. The Alfred Street Baptist Church (ASBC) seeks a creative, self-motivated individual to join our team as a Communications and Marketing Project Coordinator. This person will play a key role in promoting the mission of ASBC by managing marketing collateral, as well as, vendors/consultants while helping to grow the ASBC audience, and aiding us in achieving our mission to provide high quality, full-service communications and marketing department to ministries, members, and leadership stakeholders. We are looking for a detail-oriented individual to join our team as the Communications and Marketing Project Coordinator. The responsibilities of the Communications and Marketing Project Coordinator include planning marketing campaigns, delegating tasks to project team members, overseeing project plans, and ensuring marketing projects are completed on time and within budget.

A successful Communications and Project Coordinator should have strong leadership and strategic planning skills. Ultimately, a top-notch Communications and Marketing Project Coordinator should have excellent project management, analytical, and decision-making skills.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Work closely with the Director of Communications and Marketing in developing and executing a comprehensive marketing and outreach strategy;
- Coordinates the production of marketing communications materials including:
 - ✓ Setting and tracking priorities for marketing jobs in progress, including assigning deadlines for diverse project elements to internal production staff and external contractors.
 - ✓ Working with internal clients to develop project timelines and ensure clients provide materials and information within timelines for successful project completion.
 - ✓ Preparing advance production timelines and plans for recurring projects.
 - ✓ Acting as project lead for regular recurring projects, and for some ad-hoc projects, as needed.
 - ✓ Acting as liaison between marketing creative team, vendors and internal clients for consultation, content finalization and delivery of electronic materials for production.
- Ensures that the ASBC's website is refreshed on a predetermined schedule to include coordination with creating new pages, posting new content, and proactively providing general ideas for improvement;
- Manage the schedule and workload for all vendors and consultants for the communications department.
- Develop content for the collateral and other sources of marketing material to assist in efforts to maximize event attendance, sponsorship solicitation, and general awareness about the church;

- Create, manage and execute all electronic mailings for event announcements and organization updates;
- Coordinate with members of the ASBC team on organization wide projects, and create and execute communication schedules;
- Regularly and proactively engage with online audiences, assist with media monitoring efforts, and interpret analytics and metrics;
- Identify new opportunities for marketing, branding strategy, and audience engagement;
- Conduct outreach to the community, other churches and national media outlets, as needed;
- Draft correspondence, copy edit and proofread materials as requested; and
- Provide general administrative support for the team, as needed.

CORE COMPETENCIES REQUIRED:

The successful candidate must have demonstrated experience in managing and/or supervising people as well as experience in communications and marketing with a self-motivated style, an obsessive attention to detail and the ability to work collaboratively in a team environment. The ideal candidate will possess an ability to prioritize work on multiple and concurrent projects, understand the communications strategies used at ASBC and the church community and have excellent organizational skills.

The Communications and Marketing Project Coordinator should possess:

- Demonstrated interest in church communications;
- A proficient understanding of the English language and grammar;
- Strong organizational skills and an ability to maintain a system of tracking, monitoring, and prioritizing tasks and projects;
- An ability to process and manage data and lists in Microsoft Office Suite and Adobe software.
- Professionalism, efficiency, and demonstrated commitment to consistently high-quality, thorough work;
- Ability to work closely and cooperatively (with grace under pressure) with a variety of internal constituencies.
- Ability to create positive working relationships with a diverse group of people and volunteers including gender, ethnicity, age, sexual orientation, and culture and skill level differences.
- Successful candidates will be a creative self-starter who can work independently who is systematic and technically sound.
- Willingness to take on multiple responsibilities on a project.
- Excellent interpersonal, oral and written communication skills.
- Ability to maintain confidentiality of work records.
- Vision in areas of business, community relations and the church/religious industry.
- Exceptional critical thinking skills.
- Some familiarity with graphic design and photo editing software;
- Interest in branding and ability to follow brand guidelines.
- Strong work ethic demonstrated by relentless energy and drive to guide projects to completion.
- Ability to work independently with minimal supervision.

EDUCATION, CERTIFICATIONS AND LICENSES:

The Communications and Marketing Project Coordinator requires the following:

- Bachelor's degree in communications, marketing, public relations, business or related field.
- Experience with Project Management theory and best practices OR Certified PM Software.

- Three years of experience which demonstrates competency in coordinating various project elements to result in a finished project.
- Experience should also demonstrate competency in writing, editing and/or design, as well as the ability to easily learn new software applications.

APPLICATION PROCESS

Qualified candidates should submit a cover letter, resume, and list of three references using our online application system.