Grace United Methodist Church

Our name is our mission.

Communications and Media Associate

Staff Job Description

Overview: The Communications and Media Associate is a part-time 25hr/week role who creates and directs Grace's external and internal communications. This person helps tell the Grace story through digital, print, and social media platforms to ensure the community is welcomed and engaged. Some remote work opportunity is available.

Qualifications:

- Strong commitment to the mission and ministry of Grace UMC.
- Proficiency in Wordpress or other similar webpage content creation platform
- Proficiency in Google Workspace (to include Google Form creation and management, Google Sheets manipulation and data management)
- Proficiency in Canva or similar graphic design software
- Familiarity with MailChimp, ShelbyNext, Cognito, Google Photos, or similar platforms preferred.
- Experience creating digital content for social media platforms such as Facebook, Instagram, YouTube, TikTok, and podcasts preferred.

Responsibilities:

Direct and execute the communication of good news about Grace's ministry through relevant communication channels, adding or subtracting channels as needed. Gather, design, or create content as needed.

- ❖ Website Management
  - Create, review, update and maintain website content for umcgrace.org and any auxiliary church websites.
  - Perform routine maintenance on the website's "back end."
  - As needed/possible, identify search engine optimization and marketing opportunities and strategies including but not limited to a Google Business page.
  - Seek out continuing education to keep up with advances in web technology and church communication. Work hours will be approved for continuing education on a case-by-case basis.
- ❖ Church Marketing Plan
  - Collaboratively with the church pastors, develop and sustain a church marketing plan.
  - Maintain and update church logos and branding as needed.
- ❖ Worship Communications
  - Facilitate the communication of worship, ensuring hospitality to, and access for, all.
  - Generate and coordinate announcement slides in Canva for worship each week and update slide information in the Worship Rundown document.
  - Work collaboratively with A/V Team and Pastors assisting with slides and

worship videos as needed.

- ❖ Email Communications
  - Generate and coordinate special event, weekly, monthly (Last Wed of the month), and seasonal email communications. (Ministry areas generally manage their own email channels.)
- ❖ Printed Materials
  - Generate and coordinate seasonal outdoor banners, signs, flyers, postcards, brochures, catalogs, devotionals, mailings, and other promotional materials.
  - Coordinate the creation and distribution of any church merchandise for marketing and evangelism.
- ❖ Maintain Web-Based and Digital Communication Tools
  - Work collaboratively with Church Administrator to coordinate and manage Ministry Action Plans (MAPs).
  - Communicate/confirm with staff/leaders about (MAPs).
  - Work collaboratively with Church Administrator to update event Sign-Up forms in Cognito.
  - Work collaboratively with Church Administrator to ensure the website Church Calendar is up-to-date.
  - Maintain church contact lists in MailChimp.
  - Create and maintain Contact, Prayer Request, and Connect Card forms in ShelbyNext.
  - Maintain/update Ministry Action Plan (MAP) form (backend).
  - Manage the church photo library using Google Photos; orchestrate photography and special videography at church events.
- ❖ Media
  - Develop and lead Grace's social media and digital content strategy across platforms including Facebook, Instagram, YouTube, TikTok, podcasts, and other emerging channels as appropriate.
  - Create and manage a regular content calendar that highlights worship, discipleship, missions, children and youth ministry, church events, sermon series, community engagement, and stories of transformation.
  - Produce short-form video content, including reels, ministry highlights, sermon clips, event recaps, invitation videos, volunteer stories, pastoral messages, and other non-worship videos that help communicate the life and mission of Grace.
  - Capture, coordinate, and edit photo and video content from worship services, church events, ministry activities, and special campaigns.
  - Work with pastors, staff, ministry leaders, and volunteers to identify stories worth sharing and translate those stories into clear, engaging, and mission-centered digital content.
  - Upload, organize, and promote worship services, sermons, sermon clips, podcast episodes, and other video-based communications.
  - Manage Facebook ads, boosted posts, and other paid digital promotions in alignment with the church's marketing plan and communications budget.
- ❖ Track basic social media and digital engagement data, using those insights to strengthen future content and improve the church's reach and hospitality.Create and maintain Communication Policies, Processes, and Procedures to ensure the clarity and sustainability of Communications at Grace.
- ❖ Manage the Communications Budget

- ❖ Contribute to the shared ministry of Grace UMC Staff.
    - Participate in staff meetings.
    - Communicate relevant news/event information to staff for distribution across various ministry channels.

Reporting Relationships

The Communications and Media Associate reports to the Senior Pastor.

Salary Range: $28,000 to $32,000 Commensurate with experience

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