

# Coral Ridge Presbyterian Church

## Job Description Form

Department	Marketing and Communications		
Job Title	Communications Specialist		
Reports to	Communications Manager	Type of position	PT/FT
Currently held by	Katie Sprouse	Hours	20/40 hours

### POSITION OVERVIEW

The incumbent is responsible for assisting the communications team with the development and production of communication materials for all development initiatives. In this capacity, the incumbent may support multiple ministries with diverse goals and outcomes.

### ESSENTIAL JOB FUNCTIONS

- Communication Strategy Implementation
  - Internal
    - Member database management and communication (email and text)
  - External
    - Help implement communications strategies to external audience
  - Reporting
    - Regularly provide relevant data, statistics and trends to Communications Manager to help facilitate consistent reporting and planning
- Website/App Maintenance
  - Make backend (WordPress) website edits to keep the content relevant and organized
  - Keep ministry apps up to date and relevant
  - Consistently explore ways to improve digital platforms
- Design
  - Will work on a variety of recurring and standalone projects that may require creating basic designs or resizing/repurposing current designs.
- Email Management
  - Manage recurring and standalone emails (Mailchimp) from start to finish
    - Content writing
    - Email design
    - Email analytics
    - A/B Testing
- Content Management
  - Manage recurring uploads to various digital platforms
- Management of Additional Communication Tools/Outside Vendors
  - Management of texting platform (Clearstream)
  - Work with various printers, mailhouses, etc.
- Flexibility to perform other communications tasks as needed

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<b>QUALIFICATIONS</b>	
<ul style="list-style-type: none"><li>- Professing Christian, stable and growing in the faith.</li><li>- Experience with Adobe Illustrator, InDesign, and Photoshop is preferred</li><li>- Detail oriented with strong organizational skills</li><li>- Dependable and able to take ownership/self starter</li><li>- Committed to the ministry of CRPC</li></ul>	
<p>Note: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.</p>	