

Warm Beach Christian Camps and Conference Center Ministry Description

Job Title: Communications Specialist
Department: Marketing
Reports To: Marketing Manager
Prepared By: Patrick Patterson
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SUMMARY

This position will support the overall marketing and communications efforts of the ministry by focusing upon capturing and telling the ministry story via print and electronic media. This will include but not be limited to blogs, electronic and print newsletter articles, and social media. They will also assist with other marketing/communications projects such as video production and multi-media that amplify the story of life change and the opportunity available to make a difference by giving to or participating in the ministry of Warm Beach Camp (WBC). This position shall at all times demonstrate cooperative behavior towards colleagues, guests, and supervisors. Regular attendance and timely, professional work product is expected at all times.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

1. Capturing ministry stories or curating content from other sources related to the ministry provided by WBC
 - a. Manage/coordinate communications strategy across organization
 - b. Draft and edit content (e.g. press releases, blogs, articles, media stories) for mass media, website, blog, e-mail, social media
 - c. Post and distribute content through appropriate channels
 - d. Contribute to printed newsletter(s)
2. Recruit and coordinate writing assignments with other staff or volunteer writers
3. Manage social media communications
4. Assist with special projects such as video and other multimedia that enhance the narrative power of WBC communications
5. Foster relationships with advocates and key persons
6. Assist in developing effective corporate communications strategies
7. Collaborate with marketing professionals in producing copy for advertisements, articles, publicity as needed
8. Work with outside vendors as requested
9. Meet agreed upon deadlines with professional final product
10. Adhere to WBC branding style guidelines
11. Other duties as assigned

SUPERVISORY RESPONSIBILITIES

This job has no supervisory responsibilities.

QUALIFICATIONS

First and foremost, this person must demonstrate a commitment to the beliefs, mission and values of Warm Beach Camp. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. This person must have excellent writing skills, and demonstrate a proficiency in social media platforms and WordPress. Familiarity with Adobe CS, HTML, video editing and photo editing a plus. They need a high aptitude for learning, and utilizing new technologies in communications and developing new skills. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Love for the Lord Jesus Christ and a desire to make Him known.
2. Passion for and skill in writing compelling stories that motivate readers to action
3. Excellent communications (oral and written) and presentation skills
4. Outstanding organizational and planning abilities
5. Proficient command of English
6. Highly capable computer skill with Microsoft Office
7. Experience in WordPress web platform, photo and video editing, and content production is a plus
8. Ability to successfully work in a team as well as independently
9. BA in communications, marketing, public relations, journalism, or proven experience

EDUCATION AND/OR EXPERIENCE

Bachelor's degree (B. A.) from four-year college or university; or two to four years proven experience in communications, marketing, public relations, journalism; or equivalent combination of education and experience.

LANGUAGE SKILLS

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

MATHEMATICAL SKILLS

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

REASONING ABILITY

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

COMPUTER SKILLS

To perform this job successfully, an individual should have strong knowledge of Microsoft Office, and adequate knowledge of professional grade graphics software, web software, and slideshow and video editing software.

CERTIFICATES, LICENSES, REGISTRATIONS

Driver's License

OTHER SKILLS AND ABILITIES

Demonstrate a love for people, strong attention to detail and strong organizational ability.

WORK ENVIRONMENT The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

PHYSICAL DEMANDS The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit; use hands to finger, handle, or feel and talk or hear. The employee is frequently required to stand; walk and reach with hands and arms. The employee is occasionally required to climb or balance. The employee must regularly lift and /or move up to 10 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, color vision, depth perception and ability to adjust focus.

CROSS TRAINING This employee will be available to be cross-trained into other areas of the ministry as needs arise, including Food Service, Accommodations, Office, Recreation services, and Program.

MINISTRY STATEMENT Warm Beach Christian Camps and Conference Center provides and creates environments that demonstrate the work of Jesus Christ. As a staff, one of our commitments is to carry out our responsibilities in a way that will "keep the path clear to the cross."

POSITION CLASSIFICATION This is a full-time, year-round position.