



Job Description: Communications Coordinator + Communications Assistant

Department: Communications

Location: High Point Church, Madison, WI

Job Title: Communications Coordinator + Communications Assistant

Reports To: Director of Worship Arts (Coordinator) / Communications Coordinator (Assistant)

Classification: Full-time Salaried (Coordinator) / Part-time, 20hrs/week (Assistant)

Website: highpointchurch.org

PURPOSE

High Point Church has a message. A message of truth, hope, and purpose that comes from Jesus. But often, before people in our congregation or community encounter that message, they encounter our church. We are looking for the right people to complement each other as they maximize the things in High Point that attract people to the message and remove the things that repel them. In many ways, you will be a consumer advocate.

RESPONSIBILITIES

The Communications Department is unique in that it requires a broad variety of skill sets. We encourage you to apply even if you only meet some of the criteria—ideally, this will be a cooperation between two individuals that cover a combination of the following skills and responsibilities:

- Embrace, live, and love the mission, vision, and values of High Point Church.
- Manage and spot improvements to a cohesive communications strategy that aligns with HPC's mission and vision.
- Develop promotions plans for events and ministries, including print, online, and social media advertising.
- Create content, graphics, and other media for all communications venues.
- Have a keen eye for detail, identifying graphic design and/or spelling errors to hold our brand to a high standard of professionalism and protect the audience from bad experiences in both print and media touch points.
- Produce videos and testimonies to share our message and how God is working in the church and city.
- Inform the church of what is happening through Sunday morning announcements and maintaining the website.
- Coordinate and participate in strategic planning with the Communications and Tech departments, and work on strategic projects.
- Work on behalf of the audience to uncover their needs, make it easy for them to find next steps, and eliminate information overload.
- Coordinate new technology initiatives for the church, learn to address various technical issues, and empower staff and volunteers to do the same.
- Provide backend administrative support for the department.
- Attend ministry and training meetings as invited to function with the larger HPC staff team.

The following responsibilities are meant to be covered by both the Communications Coordinator and Assistant.

WEEKLY

- Sunday bulletin
- Sunday announcements
- Prep for Sunday services: in-service slides, Ludus (or PowerPoint) template for pastor

- Regularly attend a Sunday morning service
- Pre- and post-production of livestreamed services
- Administrative tasks related to in-person and livestreamed services
- Process promotions requests
- Keep website up-to-date
- Keep social media content flowing
- Publish content for the Engage & Equip Podcast
- Work on strategic projects (in the Communications or Tech departments or with multiple departments)
- Caption videos to increase accessibility

MONTHLY

- Monthly eBulletin
- Check in with staff and ministry leaders about promotions for upcoming events
- Load all events onto the website for the next month
- Share a God Story in Sunday service
- Strategically plan upcoming communications
- Update Communications + Tech department budgets

QUARTERLY

- Congregational meetings (print materials and presentations, backend support)
- Meet with Creative Communications volunteers
- Check in with tech teams to update equipment

YEARLY TASKS

- Holiday packaging/graphics for Christmas and Easter
- Fall campaign
- Budget planning for Communications + Tech departments

AS IT COMES UP

- Sermon series packaging/graphics
- Event packaging/graphics for staff-led events and ministries
- Editing and publishing blog posts
- Editing and publishing podcasts
- Baptism and child dedication tasks
- Email staff and congregation about important updates

EDUCATION AND EXPERIENCE

- Bachelor's degree preferred in communications, marketing, journalism, or similar field.
- Organizational and management and/or administrative gifts or skills either professionally acquired or personally developed.
- Graphic design practice and artistic perspective.
- Competent in Adobe Creative Suite (in particular: InDesign, Photoshop, Illustrator, Audition, and Premiere Pro) and Microsoft products.
- Familiarity with Notion, Slack, Zoom, Zencaster, Ludus, and/or ProPresenter not required, but a plus.
- General adaptability to new tech applications/software.

ABILITIES

- Initiative and leadership
- Detail-oriented
- Self Motivator and Learner
- Team Player
- Works well under pressure and meet deadlines
- Organizational Skills
- Strong Communication Skills
- Strategic Thinking and Vision
- Time Management
- Decision Making
- Must be able to work respectfully and in harmony with:
 - Staff to achieve the HPC's mission and the shared goals and objectives of the staff leadership team.
 - Volunteers, who contribute to the ministry area related to the administrative team and other teams.
 - High Point Church members, attendees, and new guests.

SPIRITUAL REQUIREMENTS

- Confesses Jesus Christ as Savior and Lord.
- Models a lifestyle of obedience to Christ with integrity.
- Able to share with others a clear testimony of Christian faith.
- Demonstrates the fruit of the Spirit.
- Has consistent discipline in their devotional life in worship, prayer, Bible study, and reflection.
- Agrees substantially with the Articles of Faith, Constitution, and Bylaws of High Point Church.