

Chelsea First United Methodist Church Marketing and Communications Specialist Position Description

Status: Part-Time (20 Hours)

Accountable to: Lead Pastor

The Marketing and Communications Specialist at Chelsea First will direct the church's digital communications and marketing in the larger surrounding community. The candidate should be enthusiastic, dedicated, and proactive, willing to champion new ideas and approaches to maximize impact and deepen visibility, awareness, and recognition while playing a key role in engaging with church members and the community to represent Chelsea First.

Key Responsibilities:

Create and manage a proactive, multi-leveled communications strategy and system that can be leveraged by all church ministries.

Help implement and shape Chelsea First's brand, including development and management of standard graphics, document formats, and a style guide to be used by all ministries.

Craft cohesive messaging that ensures consistency across ministries via multiple platforms including, but not limited to: website, print, social media, video, e-newsletters and e-mail.

Update website content on a regular and as-needed basis.

Coordinate with the Chelsea First staff to create content (video and other) on a weekly basis for social media engagement. Create social media posts (Facebook, Twitter, Instagram, Snapchat, YouTube), and print marketing for ministries and special events on a weekly / daily basis and as needed.

Engage on a daily basis with inquiries, posts, or questions via the website or social media. Develop a comprehensive set of rules for engagement and update as-needed.

Create graphics and documents as-needed for print and online communications for the following areas including (but not limited to):

- Music Ministry and Music Series;
- Youth Ministry;
- Children's Ministry;
- Adult Studies; and
- General Church Events.

Coordinate participation by Chelsea First's congregation in messaging across platforms through the creation of shareable posts and hashtags.

Coordinate visual documentation of special events with church members to help share with the community and the world, what it means to be a part of Chelsea First.

Attend weekly staff meetings.

Develop and implement a monthly report to track the engagement and success of these efforts.

Other duties as assigned and agreed upon between other staff and in coordination with the Lead Pastor.

How to Apply:

Please submit cover letter and resume to John Seto at sprc@chelseaumc.org.