

Job Description

CONGREGATIONAL COMMUNICATIONS COORDINATOR

General Statement: Basic task of the Communications Coordinator is to organize and facilitate the communications activities of a congregation.

Communications activities will include two major functions:

1. Gathering and receiving news and information from appropriate sources and circulating it within the congregation.
2. Collecting news about the congregation and distributing it to various media outside the congregation.

Goal: The goal shall be to collect, organize, and distribute information and news in order that activities and events may be scheduled and publicized in an efficient and orderly way, enabling persons to work together in a smooth, purposeful manner in the congregations and in the mission center. Well-informed members can respond promptly to leadership; support projects and activities; attend services, meetings and social gatherings; cooperate with and strengthen priesthood members and each other.

(Note: These guidelines are not intended to be limiting. The Communications Coordinator may or may not perform all of the communications functions. Additional workers may be enlisted to assist in this area as need, talents, and opportunity suggest. However, the Coordinator will be responsible for blending and harmonizing all communication activities into a coordinated effort.)

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The Communications Coordinator shall see that members of the congregation are kept informed in a timely manner. Sources of news could include the World Church, the mission center, the congregation itself, local community, etc. Methods of distributing news within the congregation may include congregational papers or newsletters, calendars, letters, webpages, e-mails and special mailings, announcements and/or inserts in the Sunday bulletin, signs, posters, advertising, brochures and tracts, yearbooks, flyers, handouts, reminders, oral announcements, telephone committees, friendly visiting, person-to-person, etc. Bulletin boards should be kept up-to-date and attractive. Tracts and brochures should be well stocked with the current church missionary material. Consultation with the Missionary Coordinator should be maintained. Mailing lists should be kept current, checking frequently for address changes, corrections, additions, and deletions. Coordination with the Recorder should be maintained.

The Communications Coordinator will also see that news is distributed to external media in a timely manner to meet required deadlines. Care should be taken to provide the material in good order and in the proper format (i.e., it should be written in the correct style for the intended media, neatly typed, double space, on 8 1/2 x 11 paper, with proper identification as to your name, address, and phone number, etc. Material for publication should be in good taste and reflect the Christian beliefs and attitudes of our church. Regular news stories should be written in news story type (pyramid) and editorializing avoided.) News sources could include the Pastor, congregational leaders, the recorder, group leaders, members, as well as material gleaned from church services, meetings, activities, etc. External outlets for congregational news could include local, weekly and daily newspapers, the mission center newsletter, the

Herald, the Mission Center Communications Coordinator and/or other Congregational Communications Coordinators, radio and television stations, etc.

The Communications Coordinator should be alert for possible conflicts in scheduling of congregational events. Particular care should be taken to see that conflicts do not occur between scheduled mission center and congregational activities.

In searching out news, the Coordinator is encouraged to take a positive approach, look for the good things, the hopeful and encouraging things that are happening, to report to the congregation and the mission center. A good picture enhances any story. Black and white glossies are best for print media, showing a few people (two or three), doing something interesting. Full color digital photos work best for digital media such as webpages. Be sure to receive adequate approval from the subjects of the photos before publishing such photos. The Mission Center Communications Coordinator and the World Church Public Relations office can assist you with the appropriate process for receiving consent from subjects.

Some specific responsibilities that have been assigned to the Congregational Communications Coordinator include:

- (1) All materials and/or information from the mission center office related to congregations will be sent to both the Pastor and the Communications Coordinator. It then will be your responsibility to notify the various congregational leaders, update the bulletin board, insert bulletin announcements, etc.
- (2) The Congregational Communications Coordinator has been designated as the Congregational Reporter for the mission center newsletter. The Reporter is asked to be alert to the activities and needs of your congregation and be a link and contact for information and data in which all people of the mission center would be interested. It was suggested that the coordinators cooperate closely with and follow the direction of the Editor of the newsletter. Submitting material according to established deadlines, written in the proper style and in an electronic format will be appreciated. The Coordinator must have convenient access to the internet.

In general, the Congregational Communications Coordinator shall cooperate closely with the Pastor, follow their directions, and assist them in whatever communications needs they may have or recommend for the congregation. It may be possible to assist them in distributing materials to congregational leaders and in other ways help to lighten their load in the communication area.

The Communications Coordinator shall be alert for new ways to improve communication within the congregation, including communication between leaders and members. Areas needing improvement can be noted and discussed with the Pastor for appropriate action.

Some innovative ideas for the Communications Coordinator: Training of other interested persons in the congregation in the duties of a Communications Coordinator could be a fruitful project. Engaging in and/or sponsoring outreach through friendly visiting, ministry to inactive members, new members, newcomers; encouraging families to attend church activities, etc., are possible extensions of the Communicator's role. Develop and encourage yourself and others in creative writing for our church publications. Conduct a campaign to make our community aware of us and how we can serve them. Or dream up an innovative scheme of your own!