



Position Description – Communications Coordinator

Position Overview

St. Michael's Episcopal Church is a vibrant, inclusive, welcoming community on Manhattan's Upper West Side, with an active calendar of worship, family ministry, music, and outreach throughout the week. We seek a Communications Coordinator to extend and enrich our connections to our parishioners and our neighbors. The Communications Coordinator is responsible for collaborating with St. Michael's staff to evaluate, (re)design, and implement strategic communications aimed at audiences both internal and external. The Communications Coordinator will work with the Rector, staff, and key volunteers to improve the quality of our digital and print communications and increase engagement. We believe that communications is a ministry. Spreading the word is an important part of how we reach new people and nurture the spiritual growth of our parishioners, friends, and neighbors.

Primary Responsibilities

- **Convene strategic planning conversations** – collaborate with Rector, staff, and vestry to plan and implement communication priorities, especially message development, audience analysis, and sustainable workflow.
- **Coordinate and integrate parish efforts to use communications to reach people new to the church and help deepen the faith of our regular congregants** – collaborate with Rector, staff, and vestry to promote services and events, provide spiritual resources, and contribute to St. Michael's sense of community
- **Manage parish website** – collaborate with administrative staff, the editors of the monthly newsletter *The Messenger*, and other volunteers to post, edit, and periodically create content; oversee the process of working with external web developer(s) to redesign the parish website
- **Manage parish email** – collaborate with staff on the design and content of the weekly newsletter *Looking Ahead* and Christian formation emails; and work with administrative staff to manage subscriptions
- **Redesign Sunday service bulletin and print weekly newsletter** – collaborate with Rector and administrative staff on content and look of weekly print materials

- **Manage and oversee other print materials** – collaborate with staff on flyers, marketing and stewardship materials, and other parish communications
- **Manage parish social media accounts** – take the lead on posting and moderating; recruit and coordinate team of strategic commenters/sharers/contributors; design and implement Facebook advertising for select events; periodically review, analyze, and incorporate insights from metrics
- **Support parish newsletter production** – collaborate with *The Messenger* editors to identify story ideas, increase readership, and improve the newsletter’s content and design.
- **Oversee visual brand consistency** – collaborate with staff and *The Messenger* editors to extend use of the redesigned parish logo and bring consistent design approach to a variety of parish publications, and to the parish signage within and around the church
- **Attend weekly staff meetings** – participate in staff community and help focus staff communications efforts

Qualifications

Required

- Bachelor’s degree in communication, journalism, design, and/or related field (or equivalent experience)
- Demonstrated experience in managing communications for church, nonprofit, or related organization(s)
- Ability to initiate, complete, and evaluate projects
- Ability to set and meet deadlines for self and teams
- Ability to work collaboratively with both staff and volunteers
- Ability to prioritize among a list of competing and challenging demands
- Excellent writing, editing, and proofreading skills
- Demonstrated design ability or willingness to work from third-party templates
- WordPress experience or ability to quickly self-train

Preferred

- Post-graduate or congregation-based theological or ministry training
- Experience with the life of a parish church and knowledge of the social dynamics unique to ministry work
- Experience building and/or growing an engaged online audience
- Experience with media relations

Position is half-time.

Please submit application to the Rector, The Rev. Katharine Flexer, at St. Michael’s Church.

kflexer@saintmichaelschurch.org; 225 W 99th St., New York, NY 10025.