

Marketing and Communications Coordinator – Job Description

Reports to: Executive Director

Type: Permanent Part-time (22.5 hr/wk)

Closing Date: October 30, 2018

Missions Fest is a Christian charity that acts as a link between Christian mission organisations and the local church. As a faith based charity we are seeking a person who can subscribe to and uphold Christian distinctives in faith and conduct.

The Communications Coordinator for Missions Fest will be responsible for creating and implementing an annual communications strategy for Missions Fest's constituents through different media. This will involve a variety of tasks, such as the creation and development of print and online advertising, email marketing, web site management and content development, press releases, bylined articles, white papers, corporate videos and marketing collateral. They will be responsible for conveying our internal and external messages. They will transition each project from draft to final implementation and evaluation. A bachelor's degree in communications, public relations or a relevant field and relevant experience are necessary for the job. The Communications Coordinator will need excellent speaking and writing skills and must be proficient at working with others.

Marketing and Communications Coordinator Duties:

- Write promotional materials, website content, including keeping content up to date and appropriate, making improvements to functionality and advising colleagues on maximizing its potential
- Write articles, publications and other communication materials as required
- Implement and expand a new social media strategy to raise Missions Fest's profile and market our activities
- Lead on the development and monitoring of brand guidelines
- Craft key messages for specific groups, initiatives or projects
- Collaborate with other staff to produce newsletters, press releases and fact sheets
- Graphic design for web and internal projects
- Liaise with graphic designers and printers to develop marketing material
- Organize new and innovative ways to communicate and engage community
- Develop methods to collate information and feedback on Missions Fest's activities including the development of personal stories/case studies
- Set (with the Executive Director), monitor and forecast an accurate Communications Budget
- Promote ongoing community events
- Manage Communications Volunteers, monitoring and evaluating their activities and providing support and training

Qualifications:

- University degree in Communications, Public Relations or a relevant field.
- Visual arts experience and experience with graphic design programs
- Must possess excellent organizational and planning skills

- Experience working with websites
- Superior project management and time management skills
- Strong knowledge and understanding of current trends in digital media/social media
- Self-motivated with a positive and professional approach to management