

The Presbyterian Church in Canada
The Life and Mission Agency
Communications Department

Communications Program Coordinator

Full-time, permanent

Position Tasks and Responsibilities

The Communications Program Coordinator is a key member of the dynamic Communications team. Reporting to the Associate Secretary, the Communications Program Coordinator is responsible for executing a vibrant program to inspire the national church in innovative communication techniques and help equip congregations to successfully share their mission and ministry. The Communications Program Coordinator will focus on the production of communication materials, website support, writing and editing, assisting with the quarterly newspaper, and responding to inquiries. The incumbent is a team player who is personable and respectful with a variety of stakeholders including staff, supporters, partners and senior management.

Writing and Editing

- Seek out, compile, organize, write and edit articles, features and stories for the quarterly *Presbyterian Connection* newspaper.
- Collect news stories from the constituency to be shared across all networks, including the website, social media and other print publications.
- Edit department materials, as needed.
- Work closely with other departments, committees and groups to write news items and articles for the website and print materials, and share these through social media, as applicable.
- Use and promote the use of the PCC Style Guide, and make updates, as needed.
- Create the monthly PCConnect e-newsletter.

Website

- Monitor and maintain web content and layout using WordPress.
- Update web content with news, photos and information from various departments, committees and agencies of the PCC and add new features to increase web traffic and encourage financial support for the work of the PCC.
- Respond in a timely and professional manner to web comments and feedback.
- Work with the Web Coordinator to ensure functionality and effectiveness of the website at all times, and help ensure content is easily accessible.

Social Media

- Update and maintain the PCC Facebook and Twitter channels, as needed, with regular updates and news items.
- Add new features and visual elements to increase traffic and activity.
- Monitor and report on social media insights and analytics.

Advertising/Marketing

- Under the direction of the Associate Secretary, produce content and advertisements for PCPak, *Presbyterian Connection* newspaper, *Presbyterian Message* newsletter and *Glad Tidings* magazine.
- Assist in developing successful ad copy and layout.
- Develop the PCPak collection of resources for distribution to PCC churches three times per year.

Design

- Assist in developing print resources for the various departments and groups of The Presbyterian Church in Canada national office, including posters, brochures, flyers, booklets and advertisements.
- Help prepare multi-media presentations and other visual display materials to highlight programs of the PCC for use by PCC staff and Committee members.
- As directed by the Associate Secretary, liaise with designers, printers, photographers and videographers to create high quality materials.

General Communications

- Assist in the production of the quarterly *Presbyterian Connection* newspaper.
- Maintain a strong working relationship with all departments, partners and stakeholders. As directed, edit and produce both print and electronic resources for the various departments and groups of The Presbyterian Church in Canada, and share this information with the wider constituency to ensure that communication needs are met.
- Work within tight timeframes to ensure materials are produced in a high-quality and timely manner.
- Work with the Resource Production and Distribution Assistant in the creation and distribution of resources.
- Work with the Stewardship & Planned Giving department to strategize and produce resources to encourage giving to support *Presbyterians Sharing*.
- Manage distribution lists for print and electronic publications.
- Build and maintain online forms through JotForm.
- Help foster a positive public persona for the national church office.
- Maintain records and reports within Raiser's Edge and MailChimp that are related to the Communications Office.
- Assist with the promotion and sharing of information related to the annual General Assembly.
- Work with PCC church leaders, congregations and members to strengthen relationships and meet local communications-related needs.
- Respond to requests for information and resources from individuals, groups and congregations.
- Help encourage donations to the PCC through effective and compelling writing and using the online donation tool.
- Maintain a positive and professional image of The Presbyterian Church in Canada to individuals, congregations, partners and all other stakeholders.
- Demonstrate initiative to identify communication needs and issues and seek solutions.
- Research communication best practices.
- Assist in other duties, as requested by the Associate Secretary, Communications and/or the Life and Mission Agency General Secretary.

Qualifications Required

- Demonstrated commitment to the mission and values of The Presbyterian Church in Canada.
- Demonstrated excellence in written and oral communications. Advanced editing and design skills.
- Demonstrated understanding of how faith-based organizations contribute to positive social change and an ability to articulate that to others.
- Post-secondary education in communications, marketing or equivalent experience, and a minimum of three years communications experience.
- Highly organized with ability to work at several projects simultaneously and manage time according to established priorities with a results oriented mindset.
- Ability to work effectively as part of a team.
- Intermediate to advanced knowledge of desktop publishing software (QuarkXPress, Adobe InDesign, etc.)
- Working knowledge of WordPress.
- Proven ability to work with Photoshop and/or Adobe Illustrator.
- Experience working with MailChimp is considered an asset.
- Knowledge of Google Analytics and the Raiser's Edge donor management system is considered an asset.
- Experience working with Microsoft Word, Excel, PowerPoint and Outlook.
- Ability to monitor and maintain a large directory of photos and images.
- Ability to interact with all members of the community of The Presbyterian Church in Canada cheerfully, enthusiastically, courteously, patiently and with discretion.
- Ability for creative, engaging and meaningful communication with individuals and groups.
- Proven communication skills in different media formats including producing and editing multi-media presentations.
- Clean Criminal Records Check – Vulnerable Sector