



CHRIST THE KING CATHOLIC CHURCH

4000 Ave Maria Drive ~ Ann Arbor, MI 48105 ~ www.ckcc.net

JOB DESCRIPTION: Communications Coordinator

Accountability: Reports to Director of Operations

Supervisory Responsibility: May supervise some volunteers

FLSA Status: Exempt

Hours: Full-time

General Summary: Supports the strategic communications and marketing direction for the Parish. Manages parish communication through multiple social media platforms.

Principal Duties and Responsibilities of the Communications Coordinator include:

- Collaboratively develop parish wide communication and branding strategy for daily use and special projects in electronic and print publications.
- Coach staff and ministry leaders in effective parish communications.
- Coordinate the communication needs of the parish.
- Collaboratively develop a communication ministry that can provide staff and ministry leaders with communication tactics that inform and inspire engagement.
- On a weekly basis, work with colleagues to elicit ideas for content, and collaborate with the ministry team on the ongoing development and execution of social media/marketing strategies. Implement daily posting schedules and ensure adherence to media communication guidelines, protocol, and procedures.
- Monitor interactions on Facebook, YouTube, and other interactive digital platforms.
- Work to standardize processes for responding to inquiries, complaints, and other interactions.
- Lead Public Relations effort to proactively place stories and gain media coverage for newsworthy events.
- Manage program marketing through various media outlets.
- Produce, in collaboration with staff and ministry leaders, proactive communications to key audiences i.e., The Open Door newsletter (currently bi-monthly); Mid-week Notes (weekly parish email blast); weekly parish bulletin; digital signage, graphics, live-streaming graphics; etc.
- Update and maintain parish website. Work collaboratively with Pastor, staff, and ministries to keep content current, fresh and an effective tool for evangelization.
- Post and monitor appropriate social media platforms including but not limited to: Facebook, Instagram and YouTube.
- Upon request, help develop flyers, PowerPoint presentations and other media for staff/ministries.
- Collaborate with the AVL (Audio/Video/Lighting) Coordinator and IT Coordinator to develop our online presence for live-streams and online classes.
- Work collaboratively with the Liturgy Coordinator and Facility Manager to ensure the parish campus is welcoming, clean, in order, free from clutter. This includes maintaining the bulletin boards and collateral tables in the Church narthex.
- Performs other related tasks, as needed.



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Knowledge, Skills, and Abilities:

Education: Bachelor's Degree/experience in communications, social media management, marketing, graphic arts and/or journalism preferred.

- Experience:
- 2+ years' experience (or equivalent education) in communications for a company or organization.
 - Proficient in graphic arts and print production execution and/or management preferred.
 - Proficient user and developer of social media, including emerging platforms; at least 2+ years' experience in the execution of social media strategies for a company or organization.
 - Proficient (or willing and able to become proficient) in a wide variety of software platforms including but not limited to: Adobe Suite including Acrobat; Photoshop, Illustrator and InDesign; Canva; MailChimp; WordPress; Slider Revolution; Libsyn; Google/Gmail; scheduling systems and databases.
 - Video and podcast production experience a plus.
 - Knowledge of Catholic Church vision, teachings, structure and policies.

- Requirements:
- Must be a practicing Catholic and become a parishioner of Christ the King (if not already) and fully aligned with its mission.
 - Participate in staff activities, prayer, and staff development. Encouraged to attend a daily Mass and maintain an Adoration hour at least once each week.
 - Participation in the Diocesan Virtus Safe Environment program and passing a criminal background check are required.
 - Must be able to maintain confidentiality.
 - Must have good verbal and written communication skills in English.
 - Must be able to work in complex detail-oriented environment.
 - Must have demonstrated organizational skills, attention to detail and accuracy.
 - Must be able to handle multiple tasks and to work with volunteers.
 - Must possess a valid Michigan driver's license and own personal transportation.
 - Sense of humor and positive attitude.
 - Strong team player.
 - Dependable, responsible, self-motivated and creative.
 - Ability to work from any location via remote connection.

Physical Demands: While performing duties, employee may have to sit for long periods of time, use hands in repetitive motion tasks, and answer telephone calls. The position also requires standing, stooping, walking on uneven ground and stairs, bending, and lifting up to 25 pounds.

The employee is expected to work primarily onsite during business hours, so as to be accessible to clergy and staff. Work includes some evenings and weekends, as needed. Minimal travel.

The above statements describe the general nature and level of work of the position. They are not an exhaustive list of all responsibilities, duties, and skills.