

Franklin First United Methodist Church

Job Title: Coordinator of Marketing & Communications

Classification: Exempt

Hours: Full-Time Salaried (40 hours per week)

Reports to: Director of Operations and Administration (DOA)

Vision Statement:

Seek first the Kingdom of God and live righteously, and He will give you everything you need.

Mission Statement:

To make disciples of Jesus Christ for the transformation of the world.

Job Summary

The Coordinator of Marketing & Communications under the direction of the DOA operationalizes communication and marketing initiatives that support the mission, vision, and values of Franklin First United Methodist Church. This role supports the church's efforts in brand management, digital engagement, media production, and public relations across various platforms including website, livestream, mobile app, social media, and email communications.

This position serves as a resource for staff and ministry leaders to ensure consistent, effective, and creative messaging that engages both internal and external audiences.

This job description outlines the primary duties of the position but is not exhaustive. The Coordinator may be asked to assist with additional duties as assigned and is expected to perform all duties in alignment with the mission, vision, and theological commitments of the United Methodist Church.

Key Responsibilities

- Manage and maintain the church website, ensuring content is current and functionality is optimized
- Create and implement innovative digital marketing strategies to increase engagement across web, social media, and mobile platforms.

- Recommend communication strategies and branding initiatives that align with the vision of the Senior Pastor and church leadership and implement as directed
 - Monitor church-wide communication to ensure consistency and clarity across platforms.
 - Monitor and analyze digital metrics to evaluate effectiveness and optimize future content.
 - Manage email marketing campaigns (e.g., weekly newsletters) and ensure effective communication flow to congregation and broader community.
 - Direct creative development for sermon series, events, and ministry campaigns (digital and print).
 - Manage video production, livestreaming, and digital storytelling to support worship, outreach, and ministry communication.
 - Collaborate with ministry staff and lay leaders to support communication needs for events, initiatives, and programs.
 - Coordinate with external vendors (designers, video producers, media partners) as needed.
 - Participate actively as a member of the Operations Team, including attending weekly meetings and offering communications expertise as a resource.
 - Serve as liaison to local media outlets and coordinate public relations efforts including writing press releases when requested.
 - Promote church ministries and initiatives to internal (congregation) and external (community, media) audiences.
 - Establish communication protocols, workflows, and brand standards across the church.
 - Establish and manage communication protocols, workflows and brand standards across the church.
 - Steward communication and marketing budgets to ensure cost-effective resource use.
 - Other duties as assigned.
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Required Skills & Qualifications

- Proficiency in Adobe Creative Suite, Microsoft Word, Excel, Publisher, MailChimp
 - Experience with video editing platforms such as Vimeo and YouTube
 - Familiarity with church database systems (CCB) and marketing platforms
 - Proficiency in social media including Instagram and Facebook
 - Strong writing, editing, and verbal communication skills
 - Demonstrated ability to manage multiple projects simultaneously and meet deadlines
 - A team player who fosters collaboration and creativity
 - A growing and active relationship with Jesus Christ and a lifestyle that models Christian values
 - Alignment with United Methodist doctrine and ability to communicate its core beliefs
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Physical Requirements

- Ability to work in a fast-paced, high-energy environment
- Ability to move freely and remain active for extended periods

To Apply

- Send cover letter and resume to Dale Sims, Chair of the Staff Parish Relations Committee at sims6884@bellsouth.net