

MINISTRY DESCRIPTION: *Communications Associate*



Position: Part-Time
Reports to: Communications Director

Job Summary:

The Communications Associate helps communicate the life and mission of New Cov through engaging, clear, and consistent content. This role proactively supports social media, website updates, and ministry communications, both visual and written, working closely with the Communications Director as part of a team responsible for creatively capturing and communicating the ways God is at work in and through New Cov. With a focus on storytelling, organization, and attention to detail, this position ensures that what's happening in the church is shared in a way that is timely, accessible, and aligned with New Cov's voice and vision.

General Responsibilities

1. Social Media

- a. Proactively create and schedule church social media posts in coordination with the Communications Director.
- b. Follow current trends with an eye for maintaining the New Cov voice and style.
- c. Anticipate upcoming social media needs and assist with building out a planning calendar with these needs.
- d. Follow and uphold privacy and safety guidelines for posting content (i.e. obtaining permission before posting photos of children, etc.)

2. Website

- a. Maintain website with an awareness of our target audience in terms of readability, accuracy, and usability.
- b. Help maintain SEO by monitoring and updating our Google presence.

3. Written Communications

- a. Work closely with the Communications Director to assist with weekly and special emails and other written communication as needed.

4. Build out social media volunteer team.

- a. Recruit, develop and support a team of volunteers who are:
 - Dependable: Honor their commitments and have reliable transportation.
 - Creative: Have a good eye for design and photography and a vision to help tell the story of what God is doing at New Cov.
 - Detail-oriented: Value accuracy, welcome feedback and correction, and have a growth mindset.

5. Misc.

- a. Update YouVersion weekly and send the link to our online host volunteers.
- b. Utilize various media tools to increase church engagement.
- c. Assist with video and photo projects as needed.
- d. Attend Sunday morning services.
 - Ensure all monitors are on and updated with current content.

- Assist with communications-related technology (ProPresenter, Vimeo, etc.).
 - Capture a compelling summary from weekly sermons for social media posts, including supporting footage and images.
- e. Other duties and special projects as assigned.