



## COMMUNICATIONS & MEDIA COORDINATOR

### ABOUT US

KiDs Beach Club® (KBC) is an innovative, global non-profit ministry with a vision to give every preteen boy and girl a Jesus experience. We are accomplishing this locally through after school Bible clubs in public elementary schools and globally through our multi-award-winning children's television show.

We are committed to building a world-class organization, and that starts with having world-class people on our team. If you are someone who strives for excellence, is continuously improving yourself, and proactively seeks to make a difference where you work, then please continue reading.

*\*Please note KBC currently has two positions available: a Communications & Media Coordinator as well as a Marketing & Sales Coordinator. There is some overlap between these positions, and the final two candidates will possess all needed qualities. We encourage you to apply, even if you do not possess the full competencies outlined in this job description.*

### SUMMARY

The Communications & Media Coordinator is a full-time, salaried position that plays an integral role in promoting the mission, vision, brand, products, and events of KBC to current and prospective clients, donors, churches, parents, and volunteers. The Coordinator will produce podcasts, produce digital and printed newsletters, and manage a variety of communications projects. Depending on skills, the Coordinator will produce and edit videos.

This is predominately a work-from-home (WFH) position but requires working from the KBC office 2-5 days per month plus additional days as needed. The Coordinator must meet the KBC WFH technical requirements. **The Coordinator must be located within a reasonable drive of Bedford, TX.**

**REPORTS TO:** People Engagement Director

### JOB OVERVIEW

- Maintain and regularly update KBC website
- Develop, manage, and execute a social media plan\*
- Develop, manage, and execute a communications plan
- Maintain and update KBC apps
- Produce podcasts
- Shoot and edit various video projects\*
- Coordinate the writing and editing of newsletters and assist in fundraising campaigns
- Produce printed and email newsletters; manage email campaigns





## RESPONSIBILITIES

### Leadership

- Ensure that brand standards are maintained across the organization
- Monitor and record weekly and monthly statistics for website, newsletter, and social media pages to measure impact and set goals to increase engagement and overall effectiveness; proactively recommend improvement solutions
- Develop and implement an annual communications plan for all stakeholders
- Manage, evaluate, and improve the effectiveness of all communication processes
- Assist in training KBC staff and field team on communication technology

### Video/Audio Production\*

- Shoot and edit video projects for various fundraising, communications, marketing, and other campaigns
- Produce monthly podcast recordings, extrapolating and distributing content into various channels
- Organize and maintain KBC's video/audio assets library
- Edit TV episodes to meet the technical specifications needed for distribution across platforms/outlets; ensure platforms/outlets receive needed assets
- Produce and edit commercials, reels, trailers, and so forth

### Social & General Media Management\*

- Develop and execute a social media strategy plan
- Manage postings, engagements, interactions, etc.
- Increase social media following, engagement, and presence to meet organizational objectives
- Manage the KBC website

### Writing & Email Management

- Develop content for digital and printed newsletters and social media
- Manage email campaigns
- Manage the Constant Contact account, including cleaning and organizing emails to reduce bounces
- Manage the content of KBC's apps

### General

- Actively participate in regularly scheduled team meetings, including the annual Advance (Corporate retreat)
- Contribute to the recommendation, implementation, and improvement of KBC operations and policies
- Perform other duties or functions assigned by the People Engagement Director or KBC Senior Leadership

## PERSONAL EXPECTATIONS

- Adhere to the KBC Statement of Faith and Child Protection Policy
- Represent Christ and KBC as an active member of a local church
- Support the mission and vision of KBC
- Demonstrate behavior that is professional, ethical, and responsible





## GENERAL REQUIREMENTS

- Personal and growing relationship with Jesus Christ
- Excellent written communication skills
- Two or more years' experience copywriting, editing, and/or preparing communications pieces
- Proficient in Apple Mac IOS
- Proficient in Microsoft Office Applications (Word, Excel, PowerPoint, Outlook)
- Strong video editing skills demonstrated through a reel or portfolio of past work\*
- Technology savvy and able to adjust to new and changing technologies
- Proficient in still and video photography
- Proficient in Final Cut Pro X or Adobe Premiere Pro video editing software\*
- Proficient in Adobe Suite Applications (Acrobat, Illustrator, InDesign, Photoshop, Premiere)
- Proficient in Constant Contact or similar email marketing services
- Experienced with podcast equipment (preferred)
- Experienced with project management software (preferred; Monday.com highly preferred)
- Bachelor's degree in a related field or significant experience in lieu of degree
- Minimum three years' relevant experience

## PHYSICAL REQUIREMENTS

- Prolonged periods of sitting at a desk working on a computer

## BENEFITS

- Paid employee healthcare, long-term disability insurance, and life insurance
- Paid time off for vacation, illness, and professional development
- Half-day Fridays, subject to business needs
- Salary \$46,000 - \$50,000

**TO APPLY:** VISIT <http://kidsbeachclub.org/jobs> to complete the application and upload your resume.

*Last updated November 7, 2022*

