



Communications Coordinator

SUMMARY

The Communications Coordinator is a full-time, salaried position that plays an integral role in promoting the mission, vision, brand, products and events of KiDs Beach Club® to current and prospective clients, donors, churches, parents and volunteers. The Communications Coordinator will assist the VP of Marketing & Communications, the part-time Graphic Designer and communications vendor in the annual development of the strategic communications plan for the organization and will lead and participate in the execution of that plan.

Reports To: Vice President of Marketing & Communications

JOB OVERVIEW

- Maintain and regularly update KBC website.
- Develop, manage and execute the organization's brand, both visually and in messaging
- Assist with the design, development and implementation of the organization's annual plan and strategic communications plan.
- Coordinate the development of new products and services from KBC's existing resources including the Beach Club at HOME! videos.
- Promote new KBC products and services to organizations such as publishers, video streaming services, churches, church-related associations and homeschool associations.
- Shoot and edit various video projects.
- Coordinate the writing and editing of newsletters and assist in fundraising campaigns.

RESPONSIBILITIES

Leadership

- Assist communications vendor to develop content for newsletters and content to increase audience engagement on KBC social media channels.
- Assist communications vendor and Graphic Designer to clearly communicate and execute the strategic communications plan and organization's brand standards, establishing project guidelines and updates throughout the process.
- Propose innovative new ways to reach KBC customers using emerging technologies.
- Manage, evaluate and improve effectiveness of communication processes.
- Assist in training KBC staff and field team on communication technology.
- 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 VP of Marketing & Communications or KBC President.

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Strategic Communications

- Maintain and continue to develop the brand/marketing/public relations strategy with the VP of Marketing & Communications that will allow KiDs Beach Club® to cultivate and enhance meaningful relationships with targeted, high-level audiences, including the media, public officials and key influencers.
- Oversee and execute the development of electronic communications, including the KBC website, and Constant Contact for scheduled newsletters and other electronic communication.
- Write and edit copy intended for public consumption, including website, print and video projects, maintaining alignment with the strategic communications plan and brand standards.
- Shoot and edit video projects for various fundraising and other campaigns.
- 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.
- Work closely with all KBC personnel to make sure KBC events are properly communicated and publicized.

Branding

- Maintain and continue to develop the brand with the VP/Marketing & Communications.
- Monitor the brand's use to insure consistency and the meeting of established standards.
- Coach staff and contractors on branding standards.

PERSONAL

- 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.

REQUIREMENTS

- Personal and growing relationship with Jesus Christ.
- Excellent verbal and written communication skills.
- Five or more years' experience copywriting, editing and preparing public relations communications.
- Proficient in Apple Mac IOS.
- Proficient in Microsoft Office Applications (Word, Excel, PowerPoint, Outlook).
- Proficient in still and video photography as well as video editing.
- Proficient in Final Cut Pro X video editing software.
- Proficient in Adobe Suite Applications (Acrobat, Illustrator, InDesign, Photoshop, Premiere).
- Proficient in Constant Contact.

Last updated January 13, 2021

