

## JOB DESCRIPTION

### *Digital Communication Coordinator*

Reports to: Pastor of Worship & Communications  
Employment Status: Non-Exempt Hourly (Full-Time)  
Membership: Required to become a member upon hire

## POSITION SUMMARY

The Digital Communication Coordinator is a Christ-centered individual, strong and growing in his or her faith, a student of the Bible, “above reproach” (I Timothy 3 and Titus 1), and active in the church. He or she should be currently demonstrating a “missional” life and have a passion for seeing The Bridge be connected in community, and effectively serving out in the community—all in pursuit of a genuine, authentic relationship with Jesus Christ. The candidate should be relationally driven and passionate about equipping the church for missional living. He or she demonstrates an externally focused life, applying their own God-transformed life to impact the lives of others.

This position is responsible for communicating The Bridge vision and values utilizing graphic design, artwork, social media, website, app, bulk emails, etc. They have a keen understanding of how to leverage this convergence of technology and messaging in alignment with the vision of The Bridge. This person must be capable of creating content, planning, and sharing stories to engage key audiences. In addition to producing print and electronic resources they will coordinate the use of outside vendors when required. This position is responsible to engage people in social media, facilitate discussions, set discussion tone, monitor posts, enforce social media community guidelines and remove people or delete posts when appropriate. This position collaborates with pastors, ministry leaders, staff, and volunteers to identify their needs, develop various church brands and communicate project status clearly and consistently. This person cannot just be a digital technician but must excel at written and oral communication, organization and creativity.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

### **Graphic Design**

- Conceptualize, plan, design, and produces a wide range of original specialized graphics and or illustrative material including multimedia concepts
- Create graphics and artwork for all electronic and print media (i.e. Sunday gatherings, sermon series, ministries, web, publications, brochures, banners etc.)
- Works with ministries to ascertain needs and develop graphic directions, concepts, and specifications for each ministry
- Brand developer who creates a cohesive, consistent feel/look for the church that portrays The Bridge standard of who we are
- Plans production schedules for various steps in the design process: analyzes and projects development costs and develops project budgets and work flow
- Identify effective tools/marketing to improve communication of events and other activities
- Research current trends in layout, design, and communication styles
- Identifies and selects volunteers, contractors, and vendors for printing and publication
- Selects appropriate production media and materials such as ink, paper, etc.
- Inspects proofs and adherence to ministry standards
- Maintains church art library including copy rights and regulations

## Social Media

- Communicate and promote the mission and vision of the Bridge through a planned social media strategy
- Inspire the online community and actively support and implement the church wide vision representing all ministries
- Create, generate and share content on a regular basis that builds unity and meaningful connections
- Design and manage all Bridge pages within social media platforms and track success
- Content manager that enforces community guidelines
- Explore cutting edge social networking platforms to engage new people in the Bridge community and a broader community

## Communications

- Communicate and promote the mission and vision of The Bridge through all projects
- Edit and approve all Bridge digital, print and written communications for consistent brand representation
- In a clear, timely and consistent manner, communicate with ministry leaders on their project requests

## Bridge Website and App

- Select, manage and coordinate consultants to update and maintain Bridge website and App
- Research and recommend new website/blog resources and changes
- Develop, coordinate and implement ongoing maintenance
- Upload sermons, podcasts, calendar, news, signups, photos etc.

## General

- Select, manage and coordinate outside printing companies for required projects
- Research current trends in online communities including social media, layout, design, and communication styles
- Plan and organize a calendar of events for the entire creative team to utilize
- Participate with Tech Productions and Video Productions as needed
- Actively supports and implements the church wide vision through ministry branding
- Attend all on and off-site staff meetings, church business meetings, and any other meeting or event as requested
- Other duties as assigned

## MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, ABILITIES)

- Must have a strong and growing relationship with Jesus Christ and it should be evident in both the personal and professional life
- Must agree, support and uphold to The Bridge's missions statement, values and confessions of faith
- Bachelor's degree in Communications or Production preferred (Equivalent of education and/or experience will be considered)
- Highly proficient in Mac platform
- Ability to use standardized software and to pick up software and applications quickly (i.e. Adobe Creative Suite, including Photoshop, Illustrator and InDesign)
- A storyteller who can accurately tell the unique stories of ministry happening that engage the audience
- Creative and artistic with a passion for ministry
- A consistent student of the digital standards - keeping up to date on skills, protocols, and trends in the graphic, design, and audio/visual fields
- Project manager who is able to delegate, manage and coordinate media projects
- Ability to establish, prioritize and meet deadlines



- Excellent organizational skills with ability to prioritize in a rapidly changing environment with deadline pressures
- Ability to build rapport, accept direction and work efficiently and independently to ensure maximum productivity

## ABOUT THE BRIDGE

The Bridge is an externally-focused church seeking to embrace our “sending” by Christ into our community and world in order to see people redeemed and transformed for His glory. Our mission statement is: “Inviting the striving to something really real.” Guided by the Holy Spirit, we are a people who are a manifestation of the gospel and who seek to become stewards of the transforming message of God’s love and grace as we invite God to invade and inhabit every moment of our lives.

Founded in September 2003, The Bridge has sought to grow primarily through salvation. The Bridge desires that all of our attendees become true disciples of Jesus Christ. Discipleship is about living out a life of radical obedience to Christ and being transformed by His Word through His grace. At The Bridge, people experience that life transformation and an ever-deepening relationship with Christ through “Big Group” (main worship service) “Small Group” (weekly community groups meeting in homes) and “No Group” (personal devotional time in God’s Word).

## PHYSICAL DEMANDS AND WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

## NOTE

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities.