

# Zion Lutheran Church of Pittsfield & St. Stephen's Episcopal Church

## Job Description for Marketing Coordinator

**Overview:** The Marketing Coordinator is a part-time, shared position between Zion Lutheran Church and St. Stephen's Episcopal Church.

### **Position Requirements:**

- High communication and organizational skills, with a very fine attention to detail.
- Self-motivation, ability to work independently and as part of a team.
- Willingness to take ownership with managing priorities and making decisions.
- Readiness to follow up and resolve any ambiguities of detail.
- Some fluency or a willingness to learn "church-y" language.
- Savvy with Microsoft Office, Eventbrite, MailChimp, and other online platforms.
- Intermediate-to-advanced graphic design skills preferred.

### **Responsibilities include:**

- Producing high-quality marketing campaigns for major events: writing and sending press releases; adding to community calendars; developing print materials (e.g., save the date, posters); updating websites; creating social media posts; securing radio ads and interviews
  - Forwarding relevant information to clergy for ticketing on Eventbrite.
- Producing and sending shared electronic newsletters on behalf of Zion Lutheran Church and St. Stephen's Episcopal Church:
  - a brief, weekly e-newsletter of short announcements
  - a longer, monthly newsletter of announcements and longer pieces
- Collecting and archiving event photos, newspaper articles, online articles, video and sound bites, etc., adding to newsletters, social media, and websites as appropriate.
- Reviewing other communications as requested (e.g., printed announcements for the weekly bulletins), ensuring quality and conformity to our respective brands.
- Providing a monthly summary of goals, activities, and progress.

### **Terms of Employment:**

- 8 hours per week, shared between congregations as much as practical. The majority of work hours may be completed away from either of our offices.
- \$14 / hour to start; review after 90 days.
- Marketing Coordinator reports to the clergy at both churches.
- Criminal background check required.

### **To apply:**

- Email cover letter and resume to [alicia@zionlutheranpittsfield.org](mailto:alicia@zionlutheranpittsfield.org) or send both in a message to Zion Lutheran Church of Pittsfield on Facebook.