



First Presbyterian Church
Bakersfield, California
Position Description

Position Title: Communications and Marketing Coordinator

(rev. 8/24)

(Note: Statements in this description are intended to reflect, in general, the duties and responsibilities of this position and are not to be interpreted as all inclusive.)

Basic Foundation:

To ensure that the essential communication, social media, marketing and advertising are completed in support of the Church's mission statement. This will be completed by working with the Administrative, Program and Pastoral staff and committees.

Nature and Scope of Responsibilities:

Under the direction of the Director of Operations this position is primarily responsible for advertising, marketing, creating graphics, updating the church social media sites (website, app, Facebook, etc.) and other duties as assigned by management.

Primary Duties:

Desktop Publishing

1. Create weekly Sunday Bulletins, Inserts
2. Create and edit weekly announcement videos
3. Create media design for church events, sermons, church publications, etc
4. Create, prepare and print event bulletins
5. Create interior and exterior visuals
6. Take photos for social media, website and for future promotional usage
7. Handle and prepare expense reports for the administrative expenses

Creative Design

1. Create graphics for upcoming church events
2. Create graphics and power point slides for sermon series
3. Create and order posters and other public displays

Social Media Functions

1. Coordinate and publish ads for church events per the event calendar
2. Advertise in the community for church activities
3. Create graphics and ads for major church events and submit to the newspaper
4. Create and distribute E-news
5. Update the street sign weekly
6. Update the website weekly with event ads, midweek schedules and menus
7. Update the church social media sites weekly with church information, events, reminders, etc.
8. Research and expand social media presence

::Inviting people into meaningful life through knowing Christ, loving one another, and blessing the world.::

First Presbyterian Church | 1705 17th Street | Bakersfield, CA 93301 | Phone: 661.325.9419 | Fax: 661.325.5641 | www.fpbchurch.com



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Office Duties (not all inclusive):

1. Assist visitors to the office which may include congregation members, business visitors, homeless and those in need
2. Answer phones
3. Help with administrative duties such as birthday cards, yellow card input, calendar scheduling and database management
4. Assist where needed in other areas of the office
5. Create spreadsheets, Powerpoint and slide presentations as needed
6. Other duties as assigned by management

Qualifications:

1. Creative and inspirational mindset with strong experience in graphic creation
2. Knowledge of electronic media such as website administration, e-newsletters, social media, mobile app, etc.
3. Experience with managing social media presence for other organizations
4. Outgoing demeanor and a willingness to work with others
5. Computer experience with Photoshop and InDesign a must, Microsoft Office Suite a plus and ability to learn new software programs
6. Can maintain a professional and confidential atmosphere
7. Ability to follow instructions with minimal supervision
8. A willingness to serve

Other:

This position is a full-time position

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