

Job Focus

Content Creator and Communications Specialist

Philosophy of Position

The Content Creator and Communications Specialist supports and amplifies the ministry of Vernon Alliance Church by creatively communicating its stories, activities and ministries as directed by the Worship Pastor.

Qualities and Qualifications

- a growing relationship with Jesus
- a creative, innovative, strategic and highly productive professional
- able to manage simultaneous, complex and ongoing projects
- a team player who works collaboratively with staff, volunteers, congregants and community partners
- superior writing skills and a talent for clearly communicating ministry needs and stories
- ability to manage multiple projects and work assignments from a variety of staff and key volunteers
- demonstrates capacity to use professional portfolio graphics/page layout software such as Adobe Photoshop, Adobe Illustrator and InDesign
- experience with content creation for social media
- experience with video editing software is preferred

Working Relationships

- serves as part of the Worship Staff Team and reports to the Worship Pastor
- works collaboratively with other leaders, ministry and operational staff towards our shared mission and vision, supporting the direction of those leaders by putting their ideas in action

Position Status

- wage: under review
- hours: under review (32-40 hours per week) in-office, remote work with permission on rare occasions

General Expectations

- develops annual goals and strategies based on the needs of the lead team and with oversight from the Worship Pastor
- ensures the effective implementation of ministry plans
- ensures maintenance of accurate statistical records for ministry area activity
- serves in alignment with:
 - the statement of faith of the Christian & Missionary Alliance in Canada
 - the staff team charter of Vernon Alliance Church
- maintains a lifestyle consistent with biblical standards for Christian behaviour
- attends weekend worship services as requested or scheduled

Position Specifics

- provides support, coordination and input, in the development and use of VAC's brand and style guide
- actions ongoing social media messaging and communication strategies as directed
- maximizes the effectiveness of all VAC's communications and marketing activities
- may be asked to contribute periodically at planning meetings giving design, communication and artistic input that enhances weekend services, events and teaching series
- develops, produces and distributes content on various platforms, including writing, proofreading, and the graphic design of communications and marketing tools such as brochures, e-newsletters, targeted correspondence, reports, presentations, videos, web and social media content that support ministry initiatives
- co-ordinates webpage creation, development and maintenance – ensuring that new and consistent information (article links, stories and events) are posted regularly
- uses data to analyze any gaps between objectives and results, and adapt work methods to changes in the environment and technology
- co-ordinates with all key volunteers, leaders and staff on marketing communication requirements for events and initiatives across the church
- works with the Worship Pastor on the development of a user-friendly system to communicate marketing requests ensuring ease of use and access for staff and volunteers alike.
- develop and maintain a portfolio of Vernon Alliance-specific, stock photos and video content
- enlist qualified volunteers such as artists, designers, photographers/videographers and writers
- ensures that all privacy policies are followed and develops required signage and waivers to accommodate these policies

Applying

Interested individuals can contact Joel Friesen at joel@vernonalliance.org, regarding this position. Those interested in applying should include their resume, portfolio and cover letter explaining their relevant experience and training. Only those selected for an interview will be contacted. This position will remain open until filled.