



Position Profile

“Next Gen Communications Coordinator” (Full-Time)

Reports to: Social Media Coordinator

Purpose:

The Next Gen Communications Coordinator is responsible for the social media, marketing, and online presence of the Next Gen ministries (kids, students, college). This includes ideation, implementation, and assisting with creation of content, writing across various platforms, and coordinating with Cross Point main socials to have a cohesive voice and image.

Skills & Abilities:

- Excellent written communication skills. Ability to write for social media, emails, newsletters, text campaigns, etc.
- Efficient time management skills and the ability to multi-task and prioritize work
- Team player who can work with multiple teams
- Attention to detail and problem-solving skills
- Familiarity with culture trends and their application to the brand of Cross Point Kids, Cross Point Students and Cross Point College
- Understanding of marketing metrics and the ability to interpret the results and to take action to increase effectiveness of campaigns
- Competency with Adobe Creative Suite, photography and/or video, or any other content creation ability is preferred

Primary Responsibilities:

- Work with Next Gen ministries to create social media and networking channels that both communicate information and add value to audience’s lives.
- Execute/post and respond to all Next Gen social media
- Write and coordinate communication with parents, students, applicable audiences via email, text campaigns, online copy
- Help with the visualization and design direction for social media accounts