GATEWAY COMMUNITY CHURCH

Communications & Social Media Coordinator

DEPARTMENT	Admin
REPORTS TO	Worship Pastor
ALLOTTED HOURS	Part Time, up to 20 hours/week

MINISTRY CONTEXT

Gateway Community Church exists to **help people love and serve Jesus.**

Communication at Gateway Community Church helps people stay informed, grow in discipleship, build community, and engage the gospel, serving as a form of hospitality.

The Communications & Social Media Coordinator shares God's story at Gateway by managing digital presence, media, and communications. Collaborating with the Worship Pastor, staff, leaders, and volunteers, the Coordinator ensures all messaging is clear, accurate, engaging, and aligned with Gateway's mission.

POSITION FOCUS

The Communications & Social Media Coordinator coordinates Gateway's public-facing digital presence and communication, including:

- Communicating key church events, ministries, and initiatives.
- Developing and maintaining Gateway's social media strategy.
- Managing online worship media, sermon podcasts, and service livestreams.
- Sharing community stories through photos and video.
- Engaging the congregation and broader community effectively.
- Recruiting and coordinating communications volunteers.

The Communications & Social Media Coordinator helps Gateway tell its story well. Our aim is to communicate what Gateway is doing clearly and creatively through all mediums. This is an extension of our broader goal to get people connected to Jesus, to the community at Gateway, and to discover opportunities to love and serve Jesus.

QUALIFICATIONS & PERSONAL CHARACTERISTICS

- Personal faith in Jesus Christ and alignment with Gateway's mission, vision, theology, and values.
- Hungry, humble, and smart with strong organizational abilities and follow-through.
- Excellent written and verbal communication skills with an eye for visual storytelling and design.

- Proficient with digital communication platforms and able to work independently or collaboratively.
- A heart for people, teachable spirit, and desire to connect others to the church.
- Experience in social media, design, photography, video, or website management would be considered an asset.

SPECIFIC RESPONSIBILITIES

The following represents a mixture of both current and aspirational responsibilities for the role of Communications Coordinator. The full measure of what is laid out below may or may not exceed the limits of a part-time position.

Further, it is understood that as time progresses the person in the role of Communications Coordinator should be able handle a growing list of responsibilities over time.

While the role is part-time in scope at this time, there may be future opportunities for this role to expand.

1. WEBSITE & DIGITAL COMMUNICATIONS

- Maintain accurate, current content on Gateway's website, including our various information, upcoming events, and ministry pages.
- Collaborate with ministry leaders to gather accurate details and ensure consistent messaging across all digital platforms.
- Identify opportunities to enhance Gateway's digital communication strategy and online user experience.

2. SOCIAL MEDIA

- Develop, manage, and maintain Gateway's primary social media platforms and content calendar.
- Create, schedule, and publish engaging content reflecting Gateway's mission, vision, values, and ministry life.
- Promote upcoming events, ministry opportunities, sermon series, and church-wide initiatives across platforms.
- Capture stories of God's work within Gateway's community to share with online audiences.
- Monitor online engagement, respond with pastoral sensitivity, and stay current with relevant trends.

3. ONLINE WORSHIP & SERMON MEDIA

- Oversee and schedule weekly Sunday worship livestream broadcasts, ensuring all details, titles and thumbnails are accurate and welcoming.

- Coordinate post-production workflow for weekly sermons, including editing, clipping short-form videos, and uploading to YouTube with full metadata.
- Collaborate with pastors, worship leaders, and tech staff to prepare services and leverage sermon content to extend the reach of Gateway's ministry.
- Maintain an organized, accessible archive of broadcasts and sermons while monitoring online engagement.

4. GRAPHICS, PROMOTION & OUTREACH

- Create compelling promotional materials, graphics, and visual content to share church stories and boost event participation.
- Leverage digital channels to reach new audiences, connect people to Christ, and help ministry leaders communicate next steps.

5. COLLABORATION

- Partner with the Worship Pastor and staff on communication priorities.
- Gather stories, media, and content from ministry leaders.
- Guide leaders on timing, messaging, and communication channels.
- Attend staff meetings and planning sessions.
- Coordinate across worship, youth, children's, discipleship, care, and other ministries.
- Encourage leaders and volunteers to view communication as a core ministry duty.

6. DEVELOPMENT, EVALUATION & ADMIN

- Evaluate communications, trends, and technologies to continuously improve effectiveness.
- Maintain an organized communications calendar, budget, security practices, and digital resource archives.
- Ensure accurate and timely completion of all recurring and special communication deadlines.

STAFF CORE VALUES

HOPE DRIVEN

We believe that God is at work, and we communicate from a posture of hope and expectancy.

TEAM > ME

We serve Gateway as one team. We value collaboration, shared ownership, and the success of the whole church over individual recognition.

EXCELLENCE IN THE ORDINARY

We pursue excellence not merely in major projects, but in the everyday details that help Gateway function well.

HUMBLE POSITIVE ATTITUDES

We approach our work and our relationships with humility, positivity, teachability, and a willingness to serve.

STAFF COVENANT OF ACCOUNTABILITY

- Maintain a growing relationship with Jesus Christ.
- Participate faithfully in the life and worship of Gateway Community Church.
- Represent Gateway positively and appropriately in both personal and professional settings.
- Maintain confidentiality regarding sensitive church, staff, and congregational information.
- Communicate openly and honestly with supervisors and fellow staff members.
- Receive direction and correction with humility.
- Follow through on commitments and proactively communicate when issues affect deadlines.
- Work in a manner consistent with Gateway's mission, theology, values, policies, and staff expectations.
- Treat volunteers, ministry leaders, congregants, and community members with dignity and respect.
- Recognize that communication is ultimately a ministry of service to Christ and his church.

SUCCESS IN THIS ROLE

- Communicate clearly and consistently.
- Increase awareness and participation in Gateway's ministries and events.
- Tell compelling stories of what God is doing in the life of the church.
- Provide a welcoming and accessible online presence.
- Extend the reach of Gateway's preaching and teaching ministry.
- Help people discover Gateway and take meaningful next steps toward connection.
- Equip ministry leaders to communicate their ministries effectively.

- Maintain a professional, secure, organized, and sustainable communications system.