



PRESTON TRAIL

community church

JOB TITLE

- Content Coordinator

JOB DESCRIPTION

- This person will represent the voice and brand of Preston Trail across all available platforms through the engaging communication of ongoing ministries, events, marketing strategies, initiatives, and information. Duties include oversight and execution of our website, mobile app, social media channels, email and print communication.

QUALIFICATIONS

- Strong familiarity with Preston Trail's voice, brand and content
- A solid understanding of the social media universe, including Facebook, Twitter, Instagram and emerging channels
- Experience managing web analytics applications (i.e., Google Analytics, etc.)
- Detail-oriented; editing, writing, punctuation, and proofreading skills necessary
- Passionate about strategically sharing the stories of Preston Trail—both the corporate story of the church, and the individual stories God is writing in the lives of our people
- Creative thinker and cultural interpreter who tracks current trends and best practices in popular culture, social media, communications and marketing
- Proven track record of interactive project delivery and demonstrable knowledge of Internet technical protocols and software
- Strong interpersonal skills and the ability to effectively communicate with a wide range of individuals and constituencies in a diverse community

EDUCATIONAL REQUIREMENTS

- College degree preferred (Graphics Design, Marketing, Communications, or Web Design)