



## OVERVIEW

We are looking for a creative individual who has a good eye for design and a passion for translating ideas into impactful visual content to communicate the vision, mission and goals of our church. This **Communications & Media Executive** will work closely with the Pastoral Team and Communications Committee to develop and execute integrated communication strategies for church-wide announcements and publicity of key ministries – both internally and externally to the general public.

## ROLES AND RESPONSIBILITIES

### Communications Strategy

- Develop and implement effective communication strategies to:
  - Engage the congregation and neighbourhood
  - Expand the church's online presence
- Support the launch of any publicity or digital campaigns for church-wide events/programmes and other projects as needed
- Evaluate and track engagement across all communications channels, providing regular reporting

### Content Development

- Work with Pastors & Communications Committee to:
  - Curate content and communicate church messages throughout the year
  - Plan and maintain content calendar, leveraging online and offline channels
- Manage the design, copywriting, editing and production of all church communications, including the bulletin, service slides, notice boards, website, social media, brochures, newsletters, videos, etc. in both English and Mandarin
- Work with Worship & Music Ministry to livestream services and archive service recordings
- Ensure consistency of messaging and tone across touchpoints

### Channel Management

- Manage the church's communications channels, including preparing and maintaining up-to-date content across:
  - Church website
  - Church social media accounts (e.g. Facebook, Instagram, WhatsApp, etc.)
  - Google Maps
  - Video sharing platforms
  - Email newsletter
  - Any other future new channels

### General Duties

- Work closely with Communications Committee Chairperson on other projects as assigned
- Assist with church administrative work when required by supervisor

## **REQUIREMENTS**

- Degree/Diploma in Communications, Media or related disciplines with at least 2 years' experience in marketing, communications, or other related fields
- Proficient in Microsoft Office and digital media communications tools (e.g. Canva, Facebook, Instagram, WhatsApp, Telegram, YouTube, Slideshare, etc.)
- Working knowledge of relevant technologies and current trends in digital/social media, ability to use ProPresenter, Wix or Squarespace is a plus
- Excellent English verbal and written communication skills, ability to understand Mandarin will be beneficial
- Self-motivated, resourceful and meticulous, a proactive and quick learner with the ability to work well in teams
- Ability to work half-day on Sundays (i.e. off day is during the week)