

COMMUNICATIONS ASSOCIATE



Job Status: Regular Full time - Non Exempt **Department:** Communication
Reports to: Communications Director **Updated:** June 2018

PRIMARY OBJECTIVE OF POSITION

- I. Serve as writer/copywriter for PULSE, maintaining the voice and values of the organization.
- II. Build awareness and engagement for PULSE through targeted emails to key constituents (individuals, churches, prayer partners, and ministry leaders).
- III. Work with designers and web developer to create copy for various print pieces and the website.

CORE COMPETENCIES

- I. Degree in communications, journalism, or marketing
- II. Incredibly strong written communication that is adaptive to all situations—especially for marketing purposes
- III. Practical knowledge, experience or capacity to learn the necessary technology and systems i.e. Mac systems, social media applications, email programs, etc.
- IV. Strong organizational skills, detail-oriented

RESPONSIBILITIES

- Work with Director of Communications and Operations team to determine content and schedule for emails to various constituents.
- Write copy for all emails and solicit graphics as needed. Design emails in Emma and move through the PULSE editing process. Once complete, schedule emails with new mailing lists.
- Work with designers on various digital and print pieces. Review copy from Operations/Event department, rewrite and prepare for design process.
- Work with Web Developer to create content for website updates. Review copy and needs from Operations/Event department, rewrite for the web, and communicate needs to Web Developer.
- Work with Director of Communications on press releases and other advertising/PR efforts.
- Serving other Communications Team members to ensure that all communication is consistent and represents PULSE well in all arenas. Assist in managing projects and ordering collateral.
- Perform any and all other duties as assigned by the supervisor.