

Communications Coordinator, Part Time Kindred Church

Who We Are:

Kindred Church is a growing, contemporary United Methodist congregation in Durham, NC. We exist to embrace people with the inclusive love of Jesus and help them take their next steps of faith. We are a church who believes that inclusivity is biblical. We are deeply rooted in Scripture and the historic Christian faith while also being fully LGBTQ+ affirming. We are passionate about helping more people discover a church community where they can experience both meaningful faith and authentic belonging. Many people in our area are looking for exactly this kind of church. One of our greatest opportunities and challenges is helping them discover that we exist.

Job Summary:

The Communications Coordinator is a part-time staff position responsible for executing Kindred Church's communications with a focus on expanding the church's outward-facing digital presence and improving internal communication to the congregation. This role ensures that Kindred's website, social media, and other public-facing channels clearly and compellingly communicate the church's message in order to increase awareness and support growth in newcomer worship attendance. At the same time, the Communications Coordinator supports the clarity and consistency of internal communication, including weekly emails and key announcements, helping the congregation stay informed and engaged. Working closely with Kindred's Pastor and coordinating with contracted partners, this role translates Kindred's voice and vision into effective communication across all channels.

This is a high-ownership, execution-focused role ideal for someone who loves helping people connect meaningfully through clear communication, organized systems, and collaborative teamwork. All roles in our church require a commitment to the pursuit and practice of anti-racist leadership and a commitment to LGBTQ+ inclusion.

Hours:

This position requires about 20-25 hours per week. Hours are generally very flexible except for regular meetings with Kindred's Pastor and other staff.

Essential Functions:

Under the supervision of Kindred's Pastor and in consultation with other staff and church leaders, the Communications Coordinator's functions include:

- **Help More People Discover Kindred:** *External Communications*
 - Keep our website clear, current, verbally compelling, and visually appealing (in alignment with Kindred's Brand and Style Guide)
 - Implement SEO updates and improvements (based on guidance from a specialist)

- Create/publish social media content that reflects who we are and who we're trying to reach (using our Social Media Brand Guide)
- Maintain our Google Business presence (verification, posts, updates, photos)
- Publish content such as blog posts or sermon-based resources
- Keep public Events Calendar up-to-date
- Monitor website analytics (high level)
- **Ensure Clear, Consistent Communication:** *Internal Communications*
 - Develop and maintain a communications content calendar/schedule
 - Develop consistent communication workflows that align with industry best practices
 - Draft and schedule our weekly email newsletter
 - Help ensure all communication is accurate, clear, and aligned with Kindred's voice (in alignment with Kindred's Brand and Style Guide)
 - Maintain consistency across communication channels
 - Plan and oversee seasonal event promotion (including light graphic design and sourcing print materials)
- **Coordinate Behind the Scenes:** *Manage Communications*
 - Serve as the primary point of contact for contracted photographer/videographer, website host, website/SEO specialist
 - Communicate priorities, timelines, and updates to staff and contracted partners
 - Help ensure alignment and progress on communications projects
- **Support Communications Systems:**
 - Use Planning Center platform and other tools as needed
 - Create basic forms and workflows to support communication and engagement

Other expectations:

- Participate in weekly Kindred staff meetings
- Meet with Kindred's Pastor regularly for evaluation and constructive feedback

Role Boundaries:

- This role does not:
 - Define Kindred's voice or theological messaging
 - Determine SEO strategy, do keyword research, or own technical SEO
 - Function as a churchwide creative director or sole marketing strategist
- This role does:
 - Execute communication using established voice and guidance
 - Translate direction into clear, consistent output
 - Own communication systems and operational execution
 - Implement SEO and website updates based on clear direction

Qualifications Sought:

- Outstanding written communications skills (clear, concise, warm, and accurate)

- Ability to work within an established voice, tone, and communications strategy
- Professional experience leading/coordinating communications, strongly preferred
- Strong aesthetic sensibilities with proficiency in basic graphic design
- Comfort and familiarity with digital platforms/tools such as: WordPress (Elementor), Facebook, Instagram, Canva, Mailchimp, Microsoft Office suite, Google Drive, etc.
- Highly organized, detail-oriented, and clarity-focused
- Strong follow through and attention to consistency
- Ability to effectively manage multiple projects and timelines with multiple stakeholders
- Excellent interpersonal skills
- Ability to work collaboratively with a team
- Ability to work individually and remotely
- Ability to receive constructive feedback and adapt accordingly

Strong Candidates Will:

- Enthusiastically embrace the vision and theological commitments of Kindred Church
- Find joy in helping newcomers discover Kindred Church
- Find joy in guiding people into deeper engagement at Kindred through excellent communication
- Enjoy working collaboratively with a supervisor, colleagues, and volunteers
- Embrace challenges with an eagerness to learn, adapt, and grow

Mission:

As a part of the University United Methodist Church family, our shared mission is to live into radical kinship through loving God, serving others, and building Christian community. (For more details: <https://universityumc.church/our-identity/>)

Application Process:

1. We receive your application. Please provide a current resume, cover letter, a writing sample (and/or other samples of your work) and three professional references. Send these application materials to Pastor Daniel Childs, dchilds@universityumc.church. Please direct all further questions to Pastor Daniel.
2. We ask next-round candidates to take a personality assessment (like Enneagram or Strengths-Finder) to determine strengths, weaknesses, and compatibility with job responsibilities.
3. We interview next-round candidates with multiple persons from our organization.
4. We offer a letter of employment.