

## Communications Coordinator

Primary Area of Focus - Communications

Updated - March 6, 2023

Employee Name -

### Rules of Engagement

- Report to and meet weekly with Tech Director to ensure alignment of vision, update on processes, discuss tension points, and actively develop the necessary systems to support Riv's core ministries
- Proactively inform staff -> ministry leaders -> congregation on Riv's positions, operations, and events
- Equip ministry leaders with brand, voice, and tools to communicate effectively
- Respond promptly to all correspondence
- Pay close attention to details in spelling, grammar, and Riv "voice"
- Maintain high attention to detail and values of organization

ROLES.	RESULTS. What does success look like?	RESPONSIBILITIES. What actions produce results?
<p><b>1. Chief Informer</b></p>	<ul style="list-style-type: none"> <li>• Leaders are not surprised by Riv's positions, operations, or events. "No Stupid Rule" means leaders are equipped to inform others or answer questions</li> <li>• Staff and ministry leaders are "in the know" about staff changes, important dates, upcoming events, team development/encouragement, birthdays, positions, policies, and procedures</li> <li>• Email communications are responded to within 24-36 hours</li> <li>• Weekend service hosts are empowered to communicate on behalf of Riv</li> <li>• Weekend service announcements and handouts highlight areas of highest urgency and importance</li> <li>• Website information is correct and relevant</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain staff calendar of events</li> <li>• Send weekly update email/slack to paid and volunteer staff</li> <li>• Send regular updates to Riv Community Leaders</li> <li>• Draft, proof, and send churchwide email communications</li> <li>• Triage incoming messages from central email accounts (info@, events@, communications@, connect@)</li> <li>• Establish an announcement framework in Planning Center for 3 months in advance, providing flexibility for last minute requests</li> <li>• Prepare talking points for weekend service hosts</li> <li>• Layout weekend service handouts</li> <li>• Update website to maintain current and pertinent information</li> </ul>
<p><b>2. Brand Ambassador</b></p>	<ul style="list-style-type: none"> <li>• Ministry leaders can articulate what Riv's voice is and feel empowered to communicate in it</li> <li>• Ministry leaders have the tools and examples needed to speak on Riv's behalf</li> <li>• Publications are up to date with relevant information being sent to requesting individuals in support of Riv ministries</li> <li>• Riv communications are on brand and representing the organization well</li> </ul>	<ul style="list-style-type: none"> <li>• Establish Riv "Voice" and train ministry leaders in proper usage</li> <li>• Equip ministry leaders with appropriate communication templates including language and style</li> <li>• Work with database manager to provide oversight and support of publication subscriptions through MP for ministry leaders                         <ul style="list-style-type: none"> <li>• Prayer requests</li> <li>• RivKids family link</li> <li>• General what's happening</li> </ul> </li> <li>• Monitor communication channels and provide coaching to leaders posting</li> </ul>

# RIVERVIEW CHURCH MINISTRY ACTION PLAN

<p><b>3. Social Media Champion</b></p>	<ul style="list-style-type: none"> <li>• Ministry leaders are empowered to post content on social media channels</li> <li>• Daily and weekly central content posts are relevant, culturally aware, and executed on time</li> <li>• Comments on social media channels are followed up within 24-36 hours.</li> <li>• Social media channels are a conducive avenue for conversation</li> <li>• Ministry leaders can effectively engage with social media comments in an irenic gospel-centric voice</li> </ul>	<ul style="list-style-type: none"> <li>• Equip ministry leaders with social media best practices including but not limited to:             <ul style="list-style-type: none"> <li>• Platform selection</li> <li>• Post types (reels, live, carousel, image, video, ect.)</li> <li>• Frequency</li> <li>• Time of Day</li> <li>• Post engagement</li> </ul> </li> <li>• Create and maintain a central content post calendar</li> <li>• Daily and weekly posts on social media platforms</li> <li>• Monitor and follow-up with messages and comments on all central channels</li> <li>• Provide coaching on post engagement with ministry leaders using other channels</li> </ul>
<p><b>4. Event Promoter</b></p>	<ul style="list-style-type: none"> <li>• Ministry leaders feel heard and supported in the promotion of their events</li> <li>• Event details are correct and communicated in a timely manner for successful promotion</li> <li>• Timeline for event promotion with milestone dates is established and communicated to ministry leaders</li> <li>• Event promotion is coordinated with graphics design, facilities department, and other staff as needed</li> <li>• Event page on website is accurate and appropriately featuring events</li> <li>• Event registrants are informed of event details and followed up with by ministry leaders</li> </ul>	<ul style="list-style-type: none"> <li>• Clarify details for event requests and determine best avenues of promotion</li> <li>• Write copy for event promotion based on information in request and additional details from sponsoring ministry leader</li> <li>• Coordinate with graphics designer for event graphics</li> <li>• Promote events through available avenues such as Riv's website, social media, Riv Community leaders, weekend services, direct contact bulk email or text messages</li> <li>• Work with database manager to draft and proof event registration and reminder emails</li> <li>• Provide ministry leaders assistance with event registration follow up</li> </ul>
<p><b>5. Riv Ministry Advocate</b></p>	<ul style="list-style-type: none"> <li>• Ministry leaders have a good working relationship with communications coordinator</li> <li>• Riv core ministries and Riv communities are prioritized, promoted, and highlighted throughout the year</li> <li>• Stories of Gospel impact are a regular feature within communication to Riv staff, leaders, and congregation</li> </ul>	<ul style="list-style-type: none"> <li>• Establish good relationships with Riv ministry leaders</li> <li>• Establish regular check-ins with ministry leaders to provide communication training and support</li> <li>• Find creative ways to promote Riv ministries throughout the year</li> <li>• Highlight stories of Gospel impact within Riv ministries in update emails and general communications</li> </ul>

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GOALS (Specific/Measurable/Achievable/Relevant/Time-bound)