

**Communications & Outreach Coordinator**  
**Unitarian Universalist Society**  
**Job Description**

**Reports to:** Congregational Administrator

**Status:** Part-time, average of 10 hours per week

**Pay Rate:** \$17 to \$20 per hour based on experience, tracked and paid monthly

**FLSA:** Non-exempt

**Effective:** May 2023

**Work Schedule**

Average of 10 hours per week, varying from 5 hours per week to 15 hours per week depending on the communication needs each week. Flexible work hours, with remote, in-office, or hybrid work setting.

**Job Summary**

The Communications & Outreach Coordinator will responsibly promote the Unitarian Universalist Society (UUS) by coordinating a communications strategy across a variety of media platforms to expand and engage UUS's membership and the wider community, under the general supervision of the Congregational Administrator and with the help of volunteers.

The goal of UUS communications is to 1) engage and inform our existing congregation, 2) effectively attract visitors to attend UUS Sunday services, programs, and events, and 3) increase awareness of UUS and its values in the area.

**Essential Functions:**

The Communications & Outreach Coordinator will work with the Congregational Administrator and volunteers to enact the following responsibilities, which will be prioritized to fit within the hours available for the position.

- Social Media & Web Presence:
  - Grow and develop a variety of content for UUS's social media channels and raise awareness of UUS's mission and programs by creating and sharing interesting, relevant, and engaging content.
  - Identify new and innovative ways to enhance and expand UUS's social media presence and community outreach.
  - Manage the UUS website, including coordinating and creating content for the blog and calendar and ensuring that the site is fresh and timely, accurate, representative of UUS's diverse programming, and engaging to a variety of audiences.
  - Develop and compile as-needed reports and web analytics to inform content creation; set benchmarks and goals to track progress and growth.
- Publications:
  - Coordinate and create regular, topical, and timely content for the weekly email and monthly newsletter, using the website blog as a primary source.

- Coordinate the development and dissemination of UUS's Annual Report and other outreach strategies.
- Update the weekly Sunday service materials, including a web and print Order of Service and slideshow.
- **Communications Administration:**
  - Oversee and manage publicity budget and expenses.
  - Create and maintain procedures, manuals, and supplementary materials relating to publicity and communication. Maintain and uphold UUS's branding and messaging guidelines in all digital and printed materials.
  - Research new possibilities for outreach and collaboration with partner organizations and provide communications support to staff, board, and UUS groups, as needed.
  - Develop and maintain a media library for use in communications. Ensure UUS events and programming are well documented and maintain up-to-date pictures of staff, board, facilities, etc.
- **AV**
  - Produce videos for social media, events, and other outreach opportunities.
  - Assist with livestreaming for Sunday services and with livestreaming or music/video recording and editing for congregational and rental events.

### **Qualifications**

- Experience building social media channels and executing social media strategies for maximum engagement, particularly for mission-driven non-profits or through cause-based marketing.
- Proficiency/familiarity with:
  - Graphic design and publishing tools, especially Adobe Creative Suite (InDesign & Photoshop) and Canva
  - Social media platforms, including Facebook, Instagram, and YouTube
  - Wordpress (basic HTML or other web/programming skills a plus)
  - Mailchimp
  - Office suite, especially PowerPoint
  - Google Workspace and Analytics a plus
  - Database skills a plus
  - Photography and video creation and editing skills a plus
- Excellent written and verbal communication skills with the ability to learn and master new communication formats quickly.
- Organized, efficient, reliable, and detail-oriented with strong interpersonal skills and a commitment to collaborative teamwork.
- Ability to work independently; a self-starter with a high level of motivation, creativity, and proactivity.
- Ability to coordinate and lead volunteers in shared work.
- Ability to work effectively and accurately under pressure and to manage and prioritize multiple projects and meet deadlines.
- Knowledge of and commitment to liberal religion generally, and willingness to learn more about Unitarian Universalist principles, history, traditions, and current social justice concerns.
- Able to provide proof of COVID vaccination or a valid medical or religious exemption.

## **Core Competencies**

- **Mission Ownership:** Demonstrates understanding and full support of the mission, vision, values and beliefs of UUS. Work professionally and in accordance with Unitarian Universalist Principles, the Society's Mission and Vision statements, and the Society's Policies and Bylaws.
- **Compassion and Care:** Maintains high standards of confidentiality and discretion. Exudes a natural sense of care for the well-being of others; responds with empathy to the life circumstances of others; demonstrates appropriate and bounded expressions of care. They will demonstrate the skills and temperament to provide a welcoming environment for the congregation and its visitors.
- **Communication Skills and Creativity:** Has experience creating a variety of effective publicity and communication products with graphic design and content creation; is familiar with various approaches to website design and communication; has experience using social media effectively. Is able to create strategic plans for general organization and event-specific communication projects; able to think creatively and generate new ideas for outreach.
- **Interpersonal Skills:** Demonstrates the ability to work with others and a participatory style for achieving goals. Engages in thoughtful listening; holds others accountable in a spirit of love. Demonstrates the ability to be self-motivated, as well as work in collaboration or at the direction of others. Productively engages and resolves interpersonal conflict; overcomes personal bias to hear the ideas and concerns of another; can describe the perspective of another, even when he/she/they disagrees. Able to accept constructive criticism. Interacts positively with visitors, attendees, members, church leadership, staff, and others.
- **Communication Skills:** Is able to deliver a message clearly in a variety of settings; demonstrates communication styles appropriate to the situation at hand; adjusts the message, without losing the essence of the message, depending upon the circumstances and the listener. Is able to write clearly and succinctly; able to use computer programs relevant to the position (word processing, email); able to provide communications in a timely manner.
- **Management Skills:** Manages work time well without overworking; marshals resources (people, funding, materials) to get projects completed on time and successfully; keeps accurate records and a functional filing system; stewards financial and material resources carefully and intentionally.
- **Anti-Racism/Anti-Oppression Awareness and Skills:** Knowing that this work is always in-progress, continually develops and maintains awareness of equity and inclusion; can apply a lens of power and privilege to issues that arise in their work with the congregation; demonstrates accountable engagement with diverse spiritual traditions and communities and is mindful of issues related to cultural misappropriation in their work with the congregation; ensures that processes and practices are adaptable to different needs, abilities, and ways of working, seeking support for this as appropriate. Practices personal stress reduction and spiritual growth work.

To apply, please send a resume and cover letter to Emma Barnum, Congregational Administrator ([admin@uusic.org](mailto:admin@uusic.org)). If possible, please provide a portfolio of your work that showcases your ability to create effective social media content and campaigns. This can include links to social media profiles you have managed, examples of successful campaigns, and any other relevant work samples.

This position will remain open until filled. Initial interviews will begin in mid-May.

Revised 4/30/23