



Communications Coordinator

Trinity Lutheran Church and School | Waconia, MN

Status: Part-Time (20 Hours/Week)

Salary Range: \$22,000 – \$25,000

Reports to: Operations Director

Position Purpose

The Communications Coordinator is the "Brand Architect" for Trinity Lutheran Church and School. This role translates the high-level vision of Trinity's various ministries into actionable plans, ensuring all church and school communications are professional, timely, and aligned with Trinity's mission. They manage the workflow of the communications team and serve as the final gatekeeper for quality and consistency.

Key Responsibilities

1. Project Management & Workflow

- **Task Management:** Own and maintain the master Task List and communication timelines.
- **Team Direction:** Assign and oversee tasks for the Ministry Coordinator and School Receptionist, ensuring deadlines for the Bulletin, Newsletters, and App updates are met.
- **Planning:** Lead large project communication planning (e.g., Open Houses, Field Trips, Start/End of School).
- **Final Review:** Act as the final "editor-in-chief" for all mass communications (Touchpoint, Tiger Times, Standalone Emails) to ensure accuracy and brand alignment.

2. Digital & Environmental Presence

- **Website & App:** Provide oversight and vision for the website and Church Center App, ensuring content is fresh and navigation is intuitive (delegating daily updates to support staff).
- **Signage & Screens:** Manage the Hwy 5 digital sign and provide oversight/vision for pre-service hallway screens and physical bulletin boards.
- **Group Management:** Oversee the structure and health of Groups and Registrations within the church management system.

3. Strategic Marketing & Promotion

- **Marketing Execution:** Collaborate with the Operations Director to build and execute Internal and External Marketing Plans.
- **Advertising:** Manage and place advertisements across various platforms.
- **Promotion Coordination:** Work with and direct the Promotions Coordinator to inspire the Trinity community as they "mine" for God-stories and equip faculty, staff, and parents to naturally share the mission of Trinity with the world.

4. Community & Content

- **Chamber Relations:** Support the Chamber of Commerce relationship through Coffee Connections and other networking opportunities.
- **Content Inventory:** Oversee the "Verbals List" for services and ensure all events and activities calendars are accurately represented in all communications.

Required Skills & Qualifications

- **Project Management:** Ability to manage multiple deadlines and delegate tasks effectively to support staff.
- **Editorial Eye:** Strong proofreading, editing, and brand-consistency skills.
- **Technical Savvy:** Proficiency (or ability to quickly learn) Planning Center (PCO), Mailchimp, and website CMS platforms.
- **Collaboration:** A "team-first" mentality with the ability to provide clear, kind direction to colleagues.

Working Relationships

- **Operations Director:** Meets weekly for vision casting and strategic alignment.
- **Ministry Coordinator & School Receptionist:** Provides daily task assignments and quality oversight for their communication-related duties.
- **Promotions Coordinator:** Collaborates on social media, picture, and video content.