

Communications Coordinator

Qualifications for employment at Watermark Health include having made a life commitment to Jesus Christ, agreement in writing with the Beliefs and Governance statements of Watermark Community Church and Watermark Health, a work history and lifestyle that are consistent with biblical principles and being an active member in good standing at a local church that affirms the 7 Core Beliefs of Watermark Community Church.

REPORTS TO: Director of Development

FLSA STATUS: Salary, Exempt

LOCATION: WMH Offices (Occasional Multi-Site Travel)

TIME REQUIREMENTS: Full Time, Benefits Eligible

MISSION STATEMENT: We exist to serve the community by awakening and empowering the local church to care for the physical healthcare needs and engage souls with the love and power of the Gospel of Jesus Christ.

POSITION SUMMARY: Strategize, oversee, and execute on Watermark Health marketing and communications.

SPIRITUAL GIFTS & STRENGTHS: Administration, Discernment, Service, Ideation, Maximizer, Arranger, Relator, Consistency, Achiever, Focus

ESSENTIAL QUALIFICATIONS, SKILLS, & EXPERIENCE:

- Bachelor's degree in a related field, or equivalent work experience
- 1-2 years' experience in content creation (social and email)
- Website content management experience
- Experience in project management with proficient use of Microsoft Office and other project management tools
- Strong attention to detail, organization, prioritization, and anticipating future needs
- Excellent time-management skills with proven ability to follow through on tasks and meet deadlines
- High self-assurance with the ability to work effectively under minimal supervision
- Excellent social, verbal, written, and presentation skills

POSITION RESPONSIBILITIES:

External Communications

- Steward and grow the Watermark Health, Watermark Urgent Care, and CityBridge Urgent Care brands through digital and print media
- Oversees and executes growth strategy for all WMH social channels (Facebook, Instagram, LinkedIn, YouTube)
- Maintains a weekly/monthly social media calendar and posting schedule to maximize impact of posts
- Creates distinct voice(s) for social media and email accounts
- Monitors WMH channels and interacts with social media stakeholders
- Tracks content KPIs to identify trends and best practices
- Creates or oversees internal and external content assets (images and videos) for all WMH channels and teams

Internal Communications

- Manages creative request and asset delivery for WMH and Clinic channels
- Deploys WMH team and key vendors/stakeholders to capture, develop and share stories/content
- Attends or oversees content creation and procurement at events
- Manages website content

MARKERS OF AN IDEAL CANDIDATE

- High capacity
- Self-starter
- Strategic thinker
- Flexible and adaptable
- Problem solver
- Project manager
- Can quickly prioritize and juggle competing tasks
- Graphic Design experience
- Aligned on mission, vision, and values of WMH

...SO THAT THE MULTITUDES MAY BE HEALED.