
Communications Coordinator

Summary/Objective

The overall role of the Communications Coordinator is to assist the Communications Director to guide the strategy for all communications, website, and public relations messages and collateral to consistently articulate IFI's mission. They will help ensure that IFI is communicating clearly and effectively to its key constituent groups of international students and scholars, volunteers and donors, and partnering churches. They will work closely with the Communications Director, senior leadership, campus ministry leadership, and others within the organization, as a communications partner on a variety of strategic initiatives.

Responsibilities

The Communications Coordinator will (list not all inclusive):

- Research and develop social media strategies to be used by IFI ministry locations nationwide
- Plan, film and edit videos, as well as work with video production companies, to vividly express IFI's ministry to volunteers, donors and international students
- Analyze website performance, suggest, test and implement improvements to increase visitor engagement online
- Design print and online graphics for IFI collateral including, but not limited to, newsletters, brochures, videos and IFI's websites.
- Aid in developing, implementing, and evaluating the annual communications plan across IFI's discrete audiences in collaboration with the IFI team and constituents.
- Lead the generation of planned online content, both on websites and social media, that engages audience segments and leads to measurable action.
- Coordinate media needs for local and national events, including, but not limited to, video and audio recordings, photography, and mailed or online promotions
- Consult with IFI national ministries regarding communication needs and events in their local area, draft and implement proposed solutions
- On a volunteer basis, build and maintain ongoing relationships with one or more international student or scholar
- Develop a prayer and financial support team (as needed)
- Other duties, as assigned. Duties/responsibilities may change at any time.

Qualifications, including Spiritual Characteristics

- Adherence to IFI's statement of faith, core values, and policies
- Is faithful, loyal and dedicated to IFI's mandate from the Lord to extend God's love globally through equipping Christians to be effective cross-cultural communicators of the Gospel
- Well organized with attention to detail and ability to complete tasks independently
- Be a self-starter, able to work independently, as well as a team player
- Ability to work under stress and be flexible
- Proficient with technology, including Microsoft Office and Google applications

Required Education and Experience

- Minimum of a Bachelor degree
- Minimum of three (3) years of work experience that encompasses online media, graphic design, video production and copywriting
- Proficient use of Adobe Creative Cloud apps, including, but not limited to, Photoshop, Illustrator, InDesign, Premiere Pro and Audition

Preferred Education and Experience

- Experience with web programming, IT troubleshooting, and blogging/copywriting
- Familiarity with Wordpress (a content management system)
- Experience in cross-cultural ministry

Position Type, Expected Hours of Work, and Travel

This position would work in the IFI National Office. This is a full-time, deputized-fundraising, salaried position. Expected hours are 9-5pm. Minimal travel expected.

Physical Requirements

The role requires an employee to frequently sit, stand, walk, and reach with hands and arms. The employee must frequently lift and/or move objects up to 10 pounds and occasionally lift and/or move objects that weigh up to 30 lbs.

AAP/EEO Statement

Employment at IFI is “at-will.” That means that employees are free to leave the employment of IFI with or without notice and with or without cause. Similarly, employees may be terminated from employment with IFI with or without notice and with or without cause. Any representation by any IFI officer or employee contrary to this policy is not binding upon IFI unless it is in writing and is signed by the Executive Director with the approval of the Board of Directors.

IFI shall follow the spirit and intent of all federal, state, and local employment law and is committed to equal employment opportunity. To that end, the Board of Directors and Executive Director of IFI will not discriminate against any employee or applicant in a manner that violates the law. IFI is committed to providing equal opportunity for all employees and applicants without regard to race, color, national origin, religion, gender, age, and disability. Likewise, it is committed to following federal, state, or local laws.