



Employee:

Hire Date:

Job Title: Creative & Communications Coordinator

Campus: Global

Department: Communications

Director:

Role Overview

The Creative & Communications Coordinator will be responsible for fulfilling and managing The Well's communication strategy across all digital and print platforms with ***an emphasis on design***.

This role includes managing social media channels, designing marketing materials, and overseeing communications both externally and internally within The Well community, donors, and partners.

This Creative & Communications Coordinator will work closely with the Creative Director to strategize creative media for events, message series, illustrations, print deliverables, marketing campaigns and more. And they will ultimately help build and manage a team to execute those strategies across all mediums.

Responsibilities

Social Media & Digital Presence

- Manage and grow The Well's social media presence across YouTube, Facebook, Instagram, TikTok, and other relevant platforms.
- Create and schedule engaging posts, including graphics, videos, and stories.
- Interact with followers and respond to messages to build community engagement.

- Monitor social media trends and analytics to optimize content strategy.

Email Marketing & Communications

- Design and send newsletters, event invitations, and donor updates via email platforms like Mailchimp and Planning Center.
- Write compelling email copy that informs and inspires action.
- Manage and update email lists to ensure effective communication to church body and targeted audiences.

Design & Branding

- Create digital and print materials, including flyers, event signage, books, magazines, and social media graphics.
- Ensure consistency in The Well's branding across all communication channels.
- Work with photographers and videographers to develop high-quality visual content.
- Create and design Sunday slides.

Website Updates

- Keep the website and apps fresh with the latest content.
- Work with vendors to make additional updates as needed.

Event & Campaign Support

- Assist in planning and promoting events, fundraising campaigns, and community initiatives.
- Event design, promotion, and creative execution.

Qualifications

- Experience in **graphic design (digital and print), social media management, and email marketing.**
- Must have an *excellent* design portfolio (please include a link or examples along with your resume)
- Proficiency in design software (Adobe Creative Suite, Canva, etc.).
- Strong writing skills for social media captions, email copy, and marketing materials.
- Familiarity with email marketing platforms like Mailchimp.

- Ability to multitask and meet deadlines in a fast-paced environment.
- Passion for community impact and a creative mindset.

Additional Qualifications (not required, but nice to have)

- HTML / CSS
- WordPress
- Premiere / FCP / Resolve
- YouTube management
- Meta Business / Ads
- Experience with Planning Center or similar church management system

Why Join Us?

This role is more than just design and marketing—it's about using creativity to reach those who need to experience Jesus and to inspire others to partner in building the Church. As The Well's Creative Coordinator, you'll play a crucial role in shaping our reach and bringing people together for something bigger than themselves.

Director's Signature: _____ Date: _____

Employee's Signature: _____ Date: _____