POSITION DESCRIPTION

Communications Coordinator

Reports to: Director of Communications
Department: MRD/Communications
Location: King of Prussia, PA
Status: Full-time, Exempt
Posting Date: 10/7/2026

Position Summary

The Communications Coordinator supports the communications efforts of American Baptist Churches USA (ABCUSA) by coordinating communications activities, maintaining content schedules, supporting digital and print communications, and ensuring that messaging is accurate, timely, professional, and consistent with ABCUSA's identity and mission.

Working closely with the Director of Communications and other ABCUSA staff, the Communications Coordinator helps facilitate the flow of information from the national office to ABCUSA regions, churches, leaders, partners, and other audiences. This position requires strong organizational, writing, proofreading, marketing, and project coordination skills, as well as an understanding of communications within a faith-based or nonprofit environment.

Essential Responsibilities

Communications Coordination

- Coordinate and support regular **Communications Council and communications-related meetings**, including scheduling, preparing agendas and materials, documenting action items, and following up on assigned responsibilities.
- Assist with coordinating communications projects from initial request through completion.
- Maintain organized communications files, resources, templates, and other departmental materials.
- Help ensure communications requests are received, prioritized, scheduled, and completed in a timely manner.

Communications Calendar & Distribution

- Maintain, enhance and regularly update the **ABCUSA Communications Distribution Calendar**, ensuring that communications are appropriately scheduled across various platforms and audiences.
- Coordinate the timing and distribution of announcements, newsletters, e-promos, social media content, website updates, and other communications.
- Monitor the communications and webinar calendar for effective scheduling and opportunities to maximize audience engagement.
- Assist with tracking communications projects and deadlines.

Website & Digital Communications

- Update and maintain ABCUSA web pages, ensuring content is current, accurate, accessible, and consistent with ABCUSA branding and messaging.
- Review website content regularly and identify outdated, inaccurate, or missing information.
- Coordinate with appropriate staff to obtain new website content and submit all new content and updates to the Director of Communications for approval before implementation to ensure brand consistency.
- Assist with basic content management and formatting within the ABCUSA website and other digital platforms.

Writing & Editorial Support

- Draft, edit, and proofread communications materials, including:
  - Resolutions
  - E-promos and promotional announcements
  - Website content
  - Newsletters
  - Event descriptions
  - Social media copy
  - Marketing materials

- Proofread materials for grammar, spelling, punctuation, accuracy, consistency, tone, and adherence to ABCUSA programming, style, and branding.

Marketing & Promotion

- Support the development and execution of **marketing and promotional campaigns** for ABCUSA programs, events, initiatives, webinars, and resources.
- Create and coordinate e-promotional campaigns designed to increase awareness, participation, and engagement.
- Assist with developing promotional timelines and coordinating communications across email, web, social media, and other channels.
- Apply basic marketing principles, audience awareness, and engagement strategies to communications projects.
- Monitor social media trends and campaign performance **Brand & Content Consistency**

- Help maintain consistency in ABCUSA's visual, written, and verbal communications.
- Follow established ABCUSA branding, editorial, and communications standards.
- Help maintain and organize communications templates and approved messaging.

Qualifications

- Bachelor's degree in Communications, Marketing, Journalism, Public Relations, English, or a related field preferred.
- **2–4 years of experience** in communications, marketing, public relations, nonprofit communications, or a related field.
- Excellent written and verbal communication skills.
- Strong proofreading and editing skills with exceptional attention to detail.
- Demonstrated experience writing professional communications, promotional content, and/or press materials.
- Experience with website content management systems and digital communications platforms.
- Experience developing or coordinating email marketing and promotional campaigns.
- Strong organizational and project-management skills with the ability to manage multiple priorities and deadlines.
- Proficiency with Microsoft Office, Google Workspace, and Asana?
- Familiarity with social media platforms and digital marketing practices.
- Ability to work collaboratively with individuals across departments and organizational levels.
- Experience working in a church, denominational, nonprofit, or faith-based environment is preferred.
- Understanding of Baptist Polity and Theology a plus.

Preferred Skills & Competencies

The successful candidate will demonstrate:

- **Strong writing and editorial judgment**
- **Exceptional attention to detail**
- **Strong organizational and time-management skills**
- **Marketing and promotional awareness**
- **Digital communications proficiency**
- **Ability to manage multiple projects simultaneously**
- **Collaborative and relational communication skills**
- **Initiative and sound judgment**
- **Ability to meet deadlines in a fast-paced environment**
- **Respect for the diversity of ABCUSA's churches, regions, ministries, and constituencies**
- An understanding of and appreciation for the mission and ministry of **American Baptist Churches USA**

Reporting Relationship
The Communications Coordinator reports to the **Director of Communications** and works collaboratively with ABCUSA staff, offices, regions, ministries, and external partners to support the denomination's communications and marketing objectives.

Position Purpose
The Communications Coordinator helps ensure that **the right message reaches the right audience at the right time**. Through strong coordination, writing, digital content management, marketing support, and editorial oversight, this position contributes to a consistent, timely, and engaging communications presence for American Baptist Churches USA.