

## Society of Anglican Missionaries and Senders

### WEB COORDINATOR AND COMMUNICATIONS SPECIALIST

#### Position Description

The Web Coordinator and Communications Specialist will work with the Communications Coordinator and the Mission Director in inspiring the church and individuals in the USA to share the Gospel across cultures in partnership with the Anglican Church globally. The position will offer the opportunity to disciple the missionary-sending community by sharing the stories witnessed of God's work around the world, primarily through the website.

#### ESSENTIAL PURPOSES OF THE POSITION

1. Communicate the Message  
The Web Coordinator and Communications Specialist will research, propose and carry out effective methods to help the Society to communicate the vision, values, mission, and testimonial stories to senders, missionaries, and the wider Anglican Church primarily in the USA.
2. Encourage Serving  
The Web Coordinator and Communications Specialist will help encourage those serving in mission and inspire individuals in the church to pray, give, send, and go.
3. Help Share the Vision  
The Web Coordinator will work together with the Communications Coordinator and the Mission Director in the articulation of the vision for SAMS, in concert with the board's visioning role.
4. Assist in Fostering Community  
Through communication the Coordinator will assist in building SAMS community among missionaries and senders.
5. Develop Resources for Growing the Mission  
Through developing resources directly and advising others the Web Coordinator will work alongside the Communications Coordinator and Mission Director to advance the mission and vision of the Society.

#### NATURE AND SCOPE OF THE POSITION

1. Within the organization  
The primary relationships will be with the Mission Director and Communications Coordinator that will extend toward SAMS' missionaries, senders, the board, and all the staff.
  - a. The Web Coordinator and Communications Specialist will report directly to the Mission Director. There will also be a key functional relationship with the Communications Coordinator and the Executive Administrator.
  - b. The Web Coordinator relationship to senders will help through contextualized communication to expand the Society's sphere of ministry within the church here in the USA.
  - c. The Web Coordinator will share in the articulation of the vision in the areas of growth the Society seeks.
2. Outside the organization  
The Web Coordinator and Communications Specialist will be communicating, primarily through the website, to inspire others toward sharing the love of Jesus across cultures, build relationships that help achieve the mission, and encourage generosity.

- a. The Web Coordinator will distribute information through existing external outlets of communication.
- b. The Web Coordinator will also help develop new relationships with outlets of communication (i.e. parish and diocesan newsletters, jurisdictional news services, and more general news sources).

## **SPECIFIC RESPONSIBILITIES**

The Web Coordinator and Communications Specialist will fulfill these prioritized responsibilities (that will shift according to the Society's needs):

1. Communicate the Message
  - 1.1. Performing assessment of current website, recommending changes to enhance website, resolving technical issues (with outsourced resources, as needed), and collaborating with the Communications Coordinator to edit or implement copy, links, and graphics.
  - 1.2. Assisting the Executive Administrator with the ongoing integration of website and database software, as well as helping with analytical problem solving in these two arenas.
  - 1.3. Researching and identifying the appropriate communication channels and the necessary content to reach and grow SAMS' target audiences.
  - 1.4. Analyzing completed and ongoing communications efforts across digital and traditional media to identify areas of effectiveness and deficiency and make recommendations for course correction as needed.
2. Encourage Serving
  - 2.1. Creating interactivity of and expanding the missionary opportunities section on website.
  - 2.2. Helping to shape the dynamic Communications Plan to drive digital and traditional communications to potential and current missionaries as well as potential and current senders.
  - 2.3. Developing the strategy for event communications planning for conferences and other gatherings.
3. Help Share Vision
  - 3.1. Facilitating the outsourced Search Engine Optimization process for the website to expand audience.
  - 3.2. Utilizing ongoing quantitative and qualitative research (primary and third-party as available) to understand target audience personas.
  - 3.3. Direct messaging based upon the target audience personas.
4. Assist in Fostering Community
  - 4.1. Working with the Communications Coordinator to understand the questions, needs and other interactions of various audiences across SAMS social media, web and print inquiries, phone calls, and other channels.
  - 4.2. Based upon the needs presented and the knowledge gained, adjust and grow available community resources in partnership with the Communications Coordinator.
5. Develop Resources for Growing the Mission
  - 5.1. Working on team with the Communications Coordinator and the Mission Director help create and participate, as appropriate, in the Communications Plan and Calendar.
  - 5.2. Creating in-house audio-visual instruments.
  - 5.3. Identifying and managing external vendors to respond to the outsourced audio-visual needs of SAMS.
6. Support the Communications Coordinator in areas requested by the Mission Director.

7. Engage in professional development through conferences, courses, and networks as approved or proposed by the Mission Director.

### **SPECIFIC MINISTERIAL RESPONSIBILITIES:**

1. Develop communication resources that encourage Senders in their respective walks in the Lord Jesus Christ, especially through sharing the love of God across all cultures.
2. Commit to pray regularly for the Society and especially for the growth of God's Kingdom among "every nation, tribe, people and language" through the sharing of the gospel.
3. Pray for missionaries and senders in person and over the phone whenever the opportunity is presented.
4. Help lead prayer and worship during the staff devotions, staff retreats, trainings and debriefings, and in other contexts, as possible.
5. Provide spiritual encouragement to missionaries and senders as the Holy Spirit leads.
6. Integrated with personal faith in Jesus Christ, as Lord and Savior, represent the mission, vision, values, statement of faith and other core elements of the Society among our current and potential constituency.

### **BOUNDARIES**

1. The Web Coordinator and Communications Specialist will be responsible for:
  - a. Operating under the authority of the President and Mission Director.
  - b. Completing tasks by the publishing and other deadlines as set.
  - c. Performing all duties with integrity complying with SAMS Graphic Standards, applicable laws, publishing standards, and accountability structures.
  - d. Communicating regularly with the Mission Director and the appropriate staff to complete responsibilities.
2. The Web Coordinator and Communications Specialist will be free from the responsibility for:
  - a. Supervising staff.
  - b. Attending most staff and board functions.

### **WORK ENVIRONMENT**

1. The Web Coordinator and Communications Specialist will need to be based primarily in the SAMS home office where the Coordinator is encouraged to interact with the staff, as well as missionaries and senders visiting the office, on a regular basis in order to assist in deeper understanding of the Society's ethos and to be in the place where communication ideas and content are generated organically.
2. Regularly scheduled meetings with the Mission Director and Communications Coordinator will provide structured interaction, support, and accountability.
3. Corporate prayer and hospitality of guests are features of our community.
4. Budgetary support for communication tools will be provided.
5. The Coordinator will take initiative, create systems, and work without close supervision.
6. Personal spiritual disciplines, a church community, accountability relationships, and prayer support will be vital to help equip for, as well as to be sustained in, this ministry role.

## QUALIFICATIONS

Applicants will be:

1. A Christian who through God's grace is growing in Christ-likeness.
2. Open to adapting staff role to help meet overall mission and vision of the Society.
3. Detail oriented, well organized, and effective in prioritizing work to meet deadlines.
4. Able to comfortably handle multiple responsibilities and functions as well as routine tasks.

Applicants will have:

1. A missionary calling to discipling the missionary-sending community by sharing the stories witnessed of God's work around the world.
2. Strong communication and writing skills.
3. Experience with and ability to learn communications software, such as website, design, and blogging tools.
4. A major in communications, web development, journalism, or other relevant field. Equivalent experience may fulfill this requirement.
5. Created a website or managed content.
6. The willingness to sign SAMS' affirmation of service and statement of faith.
7. Understanding of Anglicanism and desire to work within the framework of Global Anglicanism.
8. Ability to contextualize to audience, especially in tone and voice.

Applicants will preferably have (but not required):

1. Cross-cultural training or experience.
2. Understanding of issues in and history of global missions.
3. Two years of communications, writing, or marketing experience in a non-profit environment.
4. An eye for design and layout.
5. Experience with maintaining consistency in branding/content development.
6. Skill in story-driven communications.
7. Experience in audio-visual production.
8. Knowledge of database software.
9. Intermediate to advanced technical proficiency.