

I. Responsibilities

Reports to: Programming Specialist

A. JOB OVERVIEW

The Ability to Share the Gospel of Jesus Christ with Others

First and foremost, this position must be able to effectively minister and communicate to listeners and others in the community the heart of what it means to follow Jesus Christ wholeheartedly. This must come, not simply from head knowledge, but from a vibrant and active daily walk with Jesus Christ as personal Savior.

The position will work under the Programming Specialist and will assist in all community outreach needs for Encouragement Media Group which oversees our radio ministries: KVNE; Lift Worship; The Well, a Bible-teaching station; and Fuzión, our Hispanic Christian station; as well as Evergreen and Modo Vida which are streaming stations. This position will also include hosting on-air shows that are of a consistently high quality, in harmony with the mission of Encouragement Media Group, and in accordance with EMG policies and the rules and regulations of the Federal Communications Commission. EMG has been in existence since 1983 in East Texas, and there are staff members who are very devoted to the mission of the ministry, which is: We exist to glorify God by encouraging others, connecting our community and pointing people to Jesus Christ. All staff are faithful to steward and come along side younger/newer staff to train and encourage them in their role. We function as a family of mature believers that is serving God in a biblical manner. Maintaining this culture is important. It is also important to be consistently on time for daily work assignments.

B. RESPONSIBILITIES AND DUTIES

1. Community Relations

- Coordinate station-sponsored events, station appearances, remote broadcasts, road trips and various station drives benefiting our ministry partners, e.g., Diaper Drives, Coat Drive, Shoe Drive, Valentine's Day Card Drive, etc.
- Be creative and help to create new ideas for station promotions and strategize with Vice President of Programming and/or Programming Specialist to implement new ideas that make the greatest positive impact on our community.
- Responsible for executing events from set up to tear down.
- Organize live remote broadcast stops with businesses.
- Respond promptly to email/calls that request community outreach partnerships.
- Ensure that the Promotions Calendar is accurate and up-to-date as set out by the team.
- Required to be at all major events to do the following:
 - Set up (table, tent, banners, etc.).
 - Run the station table at events (which includes interacting with listeners/potential listeners and delegating work to volunteers/staff).

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- Take pictures/video to ensure station branding is posted on social media.
- Identify key events in the community to market EMG to listeners and potential listeners (in conjunction with Programming Specialist).
- Assist in planning and execution of concerts, banquets, volunteer events, artist drop-by events and other events, including Music Auditorium tests and Listener Advisory Panels. Executing these events may include table and chair setup, decorations, etc.
- Perform other Encouragement Media Group duties as assigned.

2. Promotional Items

- Design, plan and order creative promotional items (giveaways) needed for events throughout the year.
- Manage all aspects of the promotions product inventory while staying in budget.

3. Show Host Responsibilities

- Voice tracking shifts as assigned by Programming Specialist.
- Fill in for on-air hosts as needed and as assigned by Programming Specialist.
- Serve as an on-air host during Encouragement Media Group funding drives.
- Participate in a weekly on-air coaching session with members of the programming team to strengthen on-air skills.

4. Social Media Guru

- Manage EMG Instagram and Facebook pages.
- Execute a strategic plan for creative content including video to drive followers to go deeper by engaging them on our website and ultimately encouraging lifelong listeners and donors.
- Creatively use video to promote our brand on social and website including recording and editing video for use on YouTube and other platforms.
- Help make sure Facebook fans' comments/questions are answered in a timely fashion.
- Assist in the management of our websites and various website pages which includes updating events and keeping the pages fresh and current with the latest trends, colors and graphics.
- Be forward thinking in ways to capture meaningful moments at all events.
- Create enthusiastic video for social and web for concerts we are promoting as well as monthly ministry partner highlights.
- Manage our prayer pages on the website and help to collect stories from listeners.

C. QUALIFICATIONS

- Bachelor's degree in Marketing, Community Studies or related experience.
- Previous experience with marketing, community relations, radio and/or non-profit is beneficial.
- A heart for Christian-based ministries or initiatives and a love for people from all walks of life and backgrounds.
- Video experience is a plus.
- Website management is a plus.

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- Bi-lingual is a plus.
- A willingness to learn and be a contributor to the team with ideas and execution.
- Flexible spirit.
- Enthusiastic and optimistic attitude.
- Creative self-starter.
- Excellent problem-solving ability.
- Forward thinker; be able to look and plan ahead.
- Excellent written, verbal and interpersonal skills.
- Time management and flexibility with job duties.
- Flexible schedule, evenings and weekends.
- Versatile team player.
- Great organizational skills.
- Able to lift 50 lbs.

The aforementioned statements are not intended to encompass all functions and qualifications of the position; rather, they are intended to provide a general framework of the requirements of the position. Job incumbents may be required to perform tasks not specifically addressed in this job description.

II. Ministry Qualifications

- A born-again believer of Jesus Christ with a strong and growing walk with the Lord (Romans 3:23, Romans 6:23, Romans 5:8, Romans 10:13, Romans 10:9-10).
- A heart for service, with Jesus Christ serving as our example (John 13:1-17).
- Committed to uphold and integrate the Encouragement Media Group model of pointing people to Jesus as a core process and belief. This includes communicating the heart of the Gospel while with listeners in person, by phone, social media, letter or other form of communication. (Mark 16:15, Psalm 96:3).
- Willingness and eagerness to pray to God the Father, through His Son Jesus Christ, verbally (out loud) for and with fellow staff members, listeners and people in the community.
- Ability to answer basic questions about the Christian faith and explain to someone how they can become a Christ-follower.
- Agreement with and a willingness to hold to the Encouragement Media Group Statement of Faith, Statement on Sanctity of Human Life, Statement on Marriage, Gender and Sexuality, Final Authority on Matters of Belief and Conduct, History of Education Radio Foundation of East Texas, all in both belief and practice.
- Willing and committed to hold to the policies described in our employee manual
- Willing and able to lead and participate in required staff prayer times and Bible-based devotionals in the context of our beliefs as outlined in our Statement of Faith.
- Commitment to be active in a local Bible-believing church, recognizing the importance of such a commitment. (Hebrews 10:25, I Timothy 5:17).

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- **C** = Constantly (At least Daily) **F** = Frequently (At least Weekly) **O** = Occasionally (At least Monthly) **R** = Rarely (Annually)

*Essential Physical Effort / Working Conditions Marked with an asterisk *

Physical Demands:

Vision/Sight/Hearing:

Physical Strength:

Standing*	F	Vision-Far Acuity*	F	Sedentary Work*	C
Walking	F	Vision-Near Acuity*	C	Light Work*	F
Sitting*	C	Vision-Depth Perception*	C	Medium Work	F
Lifting	F	Vision-Peripheral	C	Heavy Work	O
Carrying	F	Color Vision*	C	Very Heavy Work	R
Pushing*	O	Listening*	C	Amount / pounds lifted	50
Pulling*	O	Hearing Acuity	C	Amount / pounds carried	50
Climbing	O	<u>Environmental Conditions:</u>			
Balancing	O	Extreme Cold	O		
Stooping	O	Extreme Heat	O		
Kneeling	O	Temp Changes	O		
Reaching*	O	Humid	O		
Fine-Motor Handling*	C	Noise*	F		
Time-Sensitive Reactions*	C	Vibration	O		
Feeling*	O	Work Alone and Around Others*	F		
Talking*	C	Time-Sensitive Deadlines*	F		
Rep. Motion*	C	<u>Travel Requirements:</u>			
Eye / Hand Coordination*	C	Local day trips	O		
Eye / Foot Coordination	F	Overnight	O		

I understand the requirements of this Marketing Position and am capable of performing these tasks.

Signature: _____ **Date:** _____