



Redeemer
CHURCHES & MINISTRIES



Redeemer
Counseling
Services

Job Description

Job Title: Communication Manager

FLSA Status: Exempt

Band: 6

Work Hours: 40 Hours

Department: Redeemer Counseling Services (RCS)

Report to: Development and Finance Director

Date: March 2021

Redeemer Counseling Services is a ministry providing professional, gospel-centered counseling in New York, while offering training resources and workshops for ministry leaders and professional counselors more broadly. Counseling services are provided on a sliding scale fee rate which is sponsored by donors.

Role Description

We are seeking a creative, strategic and organized communications manager to join our team. The Communications Manager is responsible for creating and executing media strategy and content for the web, social and print that share Redeemer Counseling Services brand and vision to internal and external audiences.

Responsibilities

- Maintain and update RCS's branding guidelines so that RCS is represented with a consistent and unified brand voice to internal and external audiences.
- Responsible for drafting and maintaining external brand materials, including website and marketing materials, and managing skilled contractors and agencies as necessary.
- Ensure all messaging aligns with organizational vision, mission and goal, and learn key elements of the RCS GIFT Approach to counseling to effectively message to different audiences.
- Create, edit and co-ordinate with authors for the production of high-quality, informative, and engaging communication materials including weekly staff newsletter, monthly clinical newsletter and quarterly donor newsletters
- Manage and develop content for social media, websites, and other distribution channel
- Create, manage, edit and schedule marketing for all programming including client based programming such as group counseling, training workshops and fundraising events.
- Write, create content for, and assist with post-production of videos and audio recordings for internal communications, training workshops, curriculum and fundraising events.
- Brainstorm and collaborate with counselors, Equipping team and Fundraising team for new communication ideas and strategies
- Monitor and analyze digital communications engagement and reach
- Collaborate with staff to collect, edit and publicize client and training participant testimonies to highlight stories of change
- Develop and execute an annual communications plan



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Qualifications

- Bachelor's degree in communications, or related field; Master's a plus
- Three years of professional experience in communications or related field
- Exceptional written and verbal communication skills
- Excellent copywriting and content creation skills
- Ability to multitask and monitor several projects and accounts on a daily basis
- Ability to work effectively under deadline and manage time effectively, including prioritizing and managing multiple tasks
- Ability to take initiative to develop new strategies and ideas for social media
- Ability to work collaboratively as well as independently
- Strong critical thinking skills
- Computer literate and skilled in using Microsoft Office, including Word and Excel, Google applications, DropBox, and related programs
- Knowledge and experience with Craft, WordPress, Adobe Creative Suite and other graphic design and web technologies
- Knowledge and interest in mental health and counseling and belief in RCS vision and mission
- Videography, and/or photography skills a plus
- Strong theological alignment with Redeemer Presbyterian Church
- Strong alignment with Redeemer Counseling's mission, vision, values, tone, and brand
- Active participating member of a church

Other Requirements

- Please send resume and portfolio, including at least one writing sample, to hr@redeemer.com

Compensation & Benefits

- Paid vacation, sick, and personal days
- Paid holidays
- Medical, dental, & vision insurance for you and your dependents
- Life insurance
- Short-term, Long-term and AD&D insurance
- Employer contribution to the Redeemer retirement plan
- Financial support for counseling services
- Professional development support