



Job Description

Job Title: Creative Media Manager – Downtown

FLSA Status: Exempt

Band: 6

Department: Downtown

Reports to: Ministry Director

Work Hours: Part-time [20hrs]

Date: March 22, 2021

POSITION SUMMARY

Redeemer Downtown seeks a creative, strategic, and motivated individual to develop, create, implement and manage original content. The Creative Media Manager will work with the Ministry Director to create and execute media strategy and content for the web, social, and print. The Creative Media Manager will ensure communication consistently conveys Redeemer Downtown's brand and mission to internal and external audiences. All responsibilities listed below will support Downtown's ministry goals and church engagement.

JOB DESCRIPTION

- In charge of planning and organizing: Mapping out creative project budgets, timelines, the scope of work, and more.
- Manage communication process: Serving as the liaison between the creative team (graphic designer and video team) and the leadership, establish expectations, provide status updates and recommendation, handoff project deliverables, field feedback, and ensure design quality matches brand goals.
- Monitor progress: Keeping a close eye on project timelines, workloads, cross-functional teams, and project objectives to provide all of those elements are staying on track.
- Create and develop content, promotions, video, etc. to leadership. Identify opportunities for improvement and innovation; provide direct feedback/recommendations with the goal to improve response
- Create and track a monthly content calendar to be shared across Downtown team each month.
- Manage content creation for Downtown platforms including website, email newsletters, and social media while regularly engaging with followers as needed.
- Regularly attend Downtown events to capture posts for social media as well as get content for future posts.



- Regularly engage with other Redeemer family ministries/departments to map out sharing various media content through various channels (social, email, Sunday services, etc.)

QUALIFICATIONS

- Understand how to read and communicate a brand guide to contracted creative personnel.
- Have experience in review and editing creative assets.
- Have a disposition towards creative arts and a ‘good-eye’ for finding quality creative assets.
- Strong project management and time management skills; ability to take an idea from concept to completion.
- Ability to communicate with contractors (i.e. video and graphic design) and keep them on task.
- Ability to effectively communicate with key stakeholders both internally and externally.
- Background working in a non-profit/ministry/church organization with a focus on leading/managing volunteers.
- Strong alignment with Redeemer Downtown’s mission, vision, values, tone, and brand
- Strong understanding of social and media marketing. Understanding of website technology and CMS is a plus.
- Highly organized
- Flexible and adaptable with a strong bent towards innovation and a fail fast mentality; open to receiving and giving feedback and must have a positive and humble attitude.
- Excellent team work skills; able to work in a highly collaborative environment across different teams
- Bachelor's degree in advertising, journalism, communications, creative writing, related field or equivalent training/experience
- Team player able to work on multiple projects with multiple people in a fast-paced environment
- Proven learning agility
- Deep understanding of the culture of urban, twenty and thirty-something professionals and ministers with ability to view all communications with an outward face.