

Job Description

Job Title: Communications Manager – Downtown

FLSA Status: Exempt

Band: 6

Department: Downtown

Reports to: Downtown Ministry Director

Work Hours: Full-time

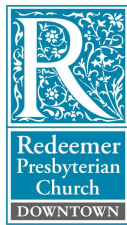
Date: April 19, 2018

POSITION SUMMARY

Redeemer Downtown seeks a creative, strategic, and motivated individual to develop, create, implement and manage original content. The Communications Manager will work with the Ministry Director to create and execute communications and media strategy for the web, social, and print. The 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, church engagement, revenue objectives, monthly givers, and growth objectives.

JOB DESCRIPTION

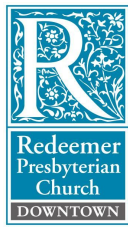
- Work with Ministry Director to develop, execute, and evaluate the annual communications plan while creating a strategic monthly content calendar to be shared across Downtown team each month.
- Manage content creation for Downtown platforms including website, email newsletters, and social media while regularly engaging with followers, tracking analytics and boosting posts (social advertising) as needed.
- Possible production of videos working with in house Redeemer Video Production Manager.
- Regularly attend Downtown events to capture posts for social media as well as get content for future posts.
- Lead the creative direction for any website/email newsletter design and updates. Understand backend CMS platforms for website and Sunday Connect updates. Monitor website daily for ongoing changes.
- Work with Redeemer designer to create graphics for church events, services, social, promotions, and mailings.



- Manage e-newsletter platform through in house database/application. Design weekly emails that includes a letter from Senior Pastor, profile of DT congregants and summary of upcoming church events while tracking analytics.
- Regular proofing of writings from Senior and Exec Pastors.
- Regularly engage with other Redeemer family ministries/departments to map out communications through various channels (social, email, Sunday services, etc.)
- Oversee printed projects including but not limited to weekly worship programs and Connect. Weekly proofing of Sunday worship programs and Connect.
- Semi-regular teaching to Downtown staff team, including communication best practices and tips.
- Proactively bring ideas for content, promotions, video, etc. to Ministry Director. Identify opportunities for improvement and innovation; provide direct feedback/recommendations with the goal to improve response
- Weekly Communications meeting with other Redeemer church communication managers
- Quarterly reviews with Ministry Director.

QUALIFICATIONS

- Strong alignment with Redeemer Downtown's mission, vision, values, tone, and brand
- Startup/hustle mentality and work ethic.
- Excellent digital storyteller
- Strong technical understanding of web analytics and the ability to pick up new monitoring and reporting tools quickly. Google Analytics experience a plus.
- Must be passionate about writing and digital communications
- 2-4 years of nonprofit communications, journalism/editorial, or professional agency experience
- Proven experience writing against an editorial calendar
- Strong understanding of website technology, social and email marketing
- Experience using standard Web Technology (HTML, CSS, Javascript, SQL) a plus
- Strong project management skills; ability to take an idea from concept to completion
- 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.