



Redeemer West Side Job Description

Position: Communications & Marketing Manager
FLSA Status: Exempt
Department: W83 Ministry Center
Date: August, 2018
Band: 6
Work Hours: Full-time
Reports to: W83 Ministry Center Director

Position summary

W83 Ministry Center seeks an experienced, creative, and collaborative Communications & Marketing Manager (CMM). As the home of Redeemer West Side Church, W83 Ministry Center also serves as a space for culture and community on the Upper West Side of Manhattan. The CMM will be instrumental in deepening engagement with our UWS neighbors by driving communications strategies. Effectively conveying the brand and mission of W83 Ministry Center, the CMM will develop and implement strategic marketing plans to help broaden audience engagement. S/he will work closely with the Ministry Center Director and Events Manager to create and execute content and media strategy for web, social, and print. This position reports to the Ministry Center Director; with an appreciation for community building, the CMM will work with the W83 team to continue welcoming and serving our neighbors.

Job description

- Work closely with W83 Ministry Center Director to develop, execute, and evaluate communications strategy for programming and events.
- Proactively present ideas for content, promotions, and best practices to Ministry Center Director.
- Identify opportunities for improvement and innovation; provide direct feedback and recommendations; set specific goals to improve community and team interactions.
- Manage content creation for W83 Ministry Center including website, email newsletters, and social media while regularly engaging with followers.
- Lead the creative direction and oversee design for digital displays, online marketing, and print materials.
- Oversee special projects that may include: Christmas mailings, targeted marketing for events sales, and marketing slide decks.
- Work closely with Events Director to develop, implement, and evaluate marketing plan to grow event sales.
- Organize client feedback on venue, staffing and amenities via client surveys, analyzing data for continual improvement in client satisfaction for all customers (Redeemer and external).
- Regularly attend W83 Ministry Center events and other UWS neighborhood functions to collect content and create social media posts (eye for photography a plus).
- Engage with Redeemer churches and ministries, event clients, and programming partners gathering content to craft informative and entertaining communications.
- Work consistently and purposefully with Redeemer Westside Communications Manager to align messaging and streamline communications across W83 and Redeemer West Side.

Skills & Experiences

- Excellent storyteller with proven copywriting experience
- Comfortable using office applications: G-Suite (Google Docs, Sheets, Slides, etc.) and Microsoft Office.
- Basic knowledge of Adobe InDesign or Illustrator
- Strong understanding of website building and design, social media, and email marketing. Experience with Squarespace and Mailchimp a plus.
- Sound technical understanding of web analytics, SEO, and ability to pick up new monitoring and reporting tools quickly. Google Analytics experience a plus.
- 5+ years experience in marketing and/or communications management.
- Bachelor's degree in communications, marketing, journalism or related field preferred.

Qualifications

- Entrepreneur mindset with a strong work ethic; organizational and time management skills.
- Capacity to function pragmatically under time constraints while effectively managing multiple, equally critical demands.
- Capable of thinking innovatively, using sound, professional judgment.
- Ability to work independently and collaboratively; valuing teamwork within departments and across organizations within the Redeemer Presbyterian Church network.
- Passionate about relationship building, community engagement, and organizational development.
- Excellent written and verbal communications skills.
- Familiarity with events and cultural institutions in New York City, specifically with the Upper West Side neighborhood a plus.
- Strong alignment with Redeemer West Side and W83 Ministry Center's mission, vision, values, voice, and brand.

Requirements

Bachelor's degree in communications, marketing or related field preferred or equivalent work experience. At least five years professional experience. Proficiency with basic computer applications including Microsoft Office and Google Drive. Commitment to a high level of service and mature professionalism.

Please send cover letter, resume, and at least two writing samples to hr@redeemer.com