



## POSITION DESCRIPTION COMMUNICATIONS MANAGER

<p><b>Approved:</b> September 29, 2016  <b>IRS Worker Classification:</b> Employee  <b>FLSA Classification:</b> Exempt  <b>WSFC Ministerial Licensure:</b> N/A</p>	<p><b>WSFC Employment Category:</b> Regular, Full-Time – 40 hours/week  <b>WSFC Staff Category:</b> Managerial  <b>WSFC Hiring Approval Level:</b> Church Administrator</p>
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### SUMMARY

The Communications Manager furthers the West Shore Free Church (WSFC) mission by creating and overseeing a Communications strategy and vision that includes storytelling of all that God is doing in and through WSFC and encourages the church family to engage in God’s work. This includes presenting our message through all forms of media in a way that captures attention, interest, and commitment to our mission.

### QUALIFICATIONS

#### Ministry Specific

- Bachelor’s degree in Communications, Journalism, Public Relations or a related degree or equivalent experience
- Three to five years of effective work experience preferred related to communication that engages and encourages, grasping what makes a good story that informs and inspires, and creating measurable communication systems
- Proficient in Word, Excel, HTML, WordPress, Adobe, content management systems, email marketing systems, and other similar software
- Professional writing and editing capabilities for print and digital media
- Outstanding leadership skills including experience in supervision of both skilled and unskilled writers (freelance, volunteers and staff) as well as designers and programmers
- Strongly preferred to have video and photo shoot and editing experience – using both a cell phone and DSLR camera
- Organized and able to manage multiple, concurrent projects including creating and implementing timelines and production schedules
- Aesthetic discernment in print and digital pieces
- Demonstrates the integration of faith with work
- Manifests good character and wise, discerning judgment
- Ability to work well and graciously under pressure while facing deadlines
- Self-starter who works well with minimal supervision
- Affirms and encourages co-workers and volunteers while mitigating conflicts as they arise

#### Team

Considering the critical role each employee plays in advancing the mission that God has given us at WSFC, each employee shall:

- Express a credible personal profession of faith in Jesus Christ
- Affirm our Statement of Faith, our Constitution & Bylaws, our Vision Frame (our Mission, Values, Strategies, and Measures), as well as abide by church positions and policies
- Demonstrate a strong commitment to the corporate life of our church
- Become a member of WSFC within one year of employment



## **POSITION DESCRIPTION COMMUNICATIONS MANAGER**

### **RESPONSIBILITIES**

- Develops intentional communications strategies that promote the WSFC mission both internally and externally that align and advance the church's brand (voice, look and logo)
- Casts vision for, writes, edits and oversees design of mission and ministry-relevant communications, including church-wide videos, photos, written communications, graphics and digital outlets
- Manages editorial calendar to ensure content messaging remains consistent across platforms
- Partners with staff, contractors, and ministry partners to produce communication plans for specific events, serving opportunities and ministries
- Collaborates with the worship service planning team to develop stories and intentional moments to highlight God's work and important seasons in our church body
- Maintains, oversees and strategically broadens WSFC's social media presence
- Manages the church website content, form, function and design
- Builds and leads contractors and teams to accomplish the varied responsibilities of this position, encompassing both content (writers, editors, proofreaders and social media specialists) and visuals (graphic designers, web programmers/designers, photographers and videographers)
- Collaborates with the SVL Technical Manager and Worship Coordinator for communication needs like videos to be shared in services or ad loops
- Oversees and updates WSFC's brand strategy
- Oversees efforts related to securing or responding to media attention
- Develops effective communication procedures and policies for various situations or crises
- Creates and manages production timelines to ensure clear communication
- Assesses, maintains and tracks communication medium effectiveness through analytics

### **REPORTING RELATIONSHIPS**

The Communications Manager serves under the general authority of the WSFC Elder Board and reports to the Executive Pastor, while also receiving regular direction from the Senior Pastor. The position also supervises a Communications Coordinator and works collaboratively with staff, contractors, and volunteers to meet WSFC communications goals.

### **WORKING ENVIRONMENT**

Work will be primarily accomplished on-site in a sedentary office environment and may require occasional travel. Workdays and work hours will vary to meet ministry needs.