



## Job Description

<b>Position</b>	Communications Manager
<b>FLSA Status</b>	Exempt
<b>Department</b>	West Side Leadership
<b>Band</b>	6
<b>Reports to</b>	Ministry Director
<b>Work Hours</b>	Full-time
<b>Date</b>	December 1, 2021

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### Position Summary

Communications at Redeemer West Side (RWS) is first and foremost a ministry. The Communications Manager will plan, manage, and implement effective communication strategies that advance the mission and values of RWS. Key responsibilities include implementation of our visual identity, collaborating with ministry stakeholders, and managing all congregational communication.

This position plays a critical role in helping the West Side staff and church flourish by coordinating sustainable processes and systems that support our sacred call to love our neighbors and heal our city.

### Job Description

*Strategy | Manage all external communications that engages the WS community, congregational goals and RWS vision*

- Own and manage the church's brand/identity
- Plan and manage communications calendar for all distribution channels
- Meet with the Executive Pastor and Directors to remain informed of leadership priorities and decisions, with permission to speak into communications/marketing issues
- Work alongside senior leadership to develop creative ways of communicating the mission and values of RWS
- Proactively plan and work with all ministries to support their communications needs, ask questions and be curious to collaborate on creative communication strategies
- Develop and track metrics of communication engagement and effectiveness
- Collaborate with Hope for New York/Center for Faith and Work/Redeemer Counseling Services staff to communicate partner events and activities
- Train WS staff team on communication best practices
- Manage, submit, and approve invoices from contractors and/or vendors
- Proactively identify and initiate platforms to develop content that includes powerful storytelling, vision, prayer, thanksgiving and celebration, and active listening
- Develop system of mapping ministry engagement to ensure that we are effectively reaching intended audiences

*Project management | Manage development and execution of assets week to week*

- Review all content created to ensure that it reflects our mission, values, and brand identity
- Design content that inspires and engages the RWS congregation

- Collaborate with Sunday worship team to ensure messaging from stage, media, and print align and are consistent with values and priorities
- Manage and implement a system of workflow and project management for all communications request
- Collaborate with team members to develop social media content that is fresh and engaging
- Develop a story-telling system that identifies, collects, and tells compelling stories of life change
- Manage collection, creation and distribution of weekly newsletter
- Develop, coordinate and manage photography ministry
- Oversee special print projects, including Christmas cards and signage
- Coordinate church-wide emails with Senior and Executive pastors, including ghost writing, editing, and scheduling

### **Qualifications**

- Passion for Redeemer's vision and a gospel-oriented heart for New York City
- Minimum four-year college degree required; urban ministry experience preferred
- Demonstrated comfort & success navigating dynamic organization, balancing complex priorities, advancing multiple projects, following up on details & delivering timely results
- Proactive identifier and solver of problems
- Strong two-way communicator who can build consensus and connect people to vision
- Peace-maker with spiritual maturity to honor confidential information while serving large and diverse group of staff and congregants with different priorities and work styles
- Self-starter who can develop plans for new projects and execute against those plans
- Proven experience managing communications for an organization
- Effective planning skill and organizational capacity with strong execution and follow-through
- Proven record of creating trust and building effective partnerships with staff & volunteers
- Must be available occasionally on Sundays, weekends and evenings as needed / An active participant in the ministry of RWS
- Able to meet with team members in-person at least two days a week at the church
- Excellent project management, organizational, communication and interpersonal skills
- Proficient in MSOffice + GSuite applications, database and online applications
- Experience with AdobeCreativeSuite preferred
- Photography skills preferred but not required
- Demonstrated skills in social media management and/or digital marketing
- Excellent listening skills and the ability to help others express their desires or vision