

Faithbridge Church

Position Description

Title: Communications Manager
Recruited By: Executive Director
Staff Grade: Full time (40 hrs /week)
Accountability: Director of Business Operations
Ministry: Bridging For Tomorrow

Summary of Position: Under the direction of the Director of Business Operations, the Communications Manager ensures active, consistent and meaningful communications for the Bridging for Tomorrow community. The manager will also market and promote the Bridging For Tomorrow brand to the community, volunteers and current and prospective donors.

Purpose: To provide high quality and excellent service, with the right heart attitude, supporting the organization to achieve goals and objectives set up by the Executive Director. In doing so, the mission and vision of Bridging For Tomorrow can be carried out at all times.

Duties & Responsibilities

Bridging For Tomorrow

- Conceptualize and implement an overall multimedia marketing and communication strategy for the organization to include digital, print and video materials, for both in-house and public platforms
- Manage social media, including Facebook, Twitter and Instagram accounts and evaluate quarterly their impact and effectiveness
- Maintain the BFT website and refresh as needed
- Manage organization-wide email marketing utilizing our database, mailchimp or other platforms
- Support BFT staff with content editing for email and printed communications
- Collaborate with outside vendors, including website developers, graphic designers, printing companies, videographers, etc to produce the best possible materials for BFT under good stewardship
- Act as brand guardian, maintaining brand integrity across all marketing initiatives and communications at every level of the organization
- Prepare basic media relations, maintaining media lists and collecting media mentions as needed
- Design materials for outbound marketing activities, collaborating with other staff members and/or partnering organizations/schools/churches
- Support BFT staff and leaders in developing all design elements for special events
- Assist with special projects as needed

1. This position includes regular staff meetings at BFT office and occasionally other meetings as directed by supervisor(s).
2. This job description is not all-inclusive and can be modified verbally or in writing by the employee's supervisor, and other responsibilities could be discussed and assigned by the Executive Director. This position will be reviewed at the end of each fiscal year.

Skills and Educational Requirements:

- The Communications Manager needs to exhibit high organizational skills as well as flexibility to adapt to unpredictable situations.
- High value must be placed on integrity, accountability, creativity and stewardship.
- College degree in professional communications or the media arts is preferred, as is experience in the non-profit sector.
- Excellent writing, story-telling, communication, organizational and interpersonal skills are vital to this role.
- Experience in digital design software (InDesign, Canva and others) and database management is desired.

Organization Relationship:

This position shall be directly accountable to the Director of Business Operations (and ultimately the Executive Director) of Bridging For Tomorrow. This position will have contact with paid staff, volunteers and community members.

Working Conditions:

Position is 40 hours per week. This position requires BFT office work hours, and occasional work during the weekends and evenings.

Needed Attributes:

Strong interpersonal skills, keen initiative, detail oriented, good organizational skills, ability to use discernment in making decisions, adaptability and flexibility, and a team player. Spiritual gifts of administration, service, creativity, communication, leadership, and exhortation are helpful.