

Faithbridge Church



POSITION
DESCRIPTION

Position Assignment:

- **Title:** Communications Manager
- **Staff Grade:** Full-Time
- **Accountability:** Director of Development
- **Ministry/Dept.:** Bridging for Tomorrow

Summary of Position:

Under the direction of the Director of Development, 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:

- 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 all social media 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 and fundraising 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 changing situations.
- High value must be placed on integrity, accountability, creativity and stewardship.
- College degree and 3+ years' experience in professional communications or the media arts, experience in the non-profit sector is a plus.
- Excellent writing, storytelling, communication, organizational and interpersonal skills are vital to this role.
- Experience in digital design software (InDesign, Photoshop, Canva and others) needed and database management is desired.

Organization Relationship:

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

Working Conditions:

This is a salary and full-time position (approximately 40 hours per week), with a regular weekly in-person schedule determined with the Director of Development. This is a full-time position that 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, creativity, adaptability, flexibility, and a team player. This role also requires strategic thinking, ability to see the big picture and the details that comprise it, as well as strong & sustained motivation and execution.

I have read and received a copy of my job description. I understand this overrides anything I have been given or told in the past. I further understand that I am expected to follow the job description as outlined above, and if I have any questions concerning what is expected of me, I will speak with my immediate supervisor. I will meet with my supervisor for a formal review 30 days from the date below.

Employee's Signature

Date

Print Name