



## **POSITION TITLE: Communications Manager**

The Communications Manager helps realize Saint Barnabas' mission to make disciples and support those persons in their growth as followers of Jesus. The role is responsible for: the development of weekly and monthly print and digital content, visuals, and promotional strategies; managing the church's website via Wordpress; promoting the church via social media; and assuring proper and consistent use of the church's brand. We are a church that strives to live fully into "All Are Welcome." From the new visitor to the seasoned churchgoer, there's room for everyone. We want you to help us make that known to the broadest possible audience while also tending to the needs of the faithful membership.

### **I. ESSENTIAL JOB FUNCTIONS**

- Develop, recruit, and maintain compelling website content.
- Create and manage the church's two primary print publications: a quarterly newsletter and a weekly bulletin insert, as well as a weekly all-parish email.
- Create and manage the production of digital and printed marketing materials related to promotion of events.
- Utilize social media effectively to drive traffic to the Saint Barnabas website.
- Develop and execute Saint Barnabas' marketing and communications strategies, elegantly combining our print and digital assets to greatest effect.
- Work closely and collaboratively with staff members and volunteers who assist with communications.
- Additionally: track analytics, manage inquiries made via social media, and other duties as assigned.

### **II. COMPETENCIES AND SKILLS REQUIRED**

- Wordpress and Enterprise Email Management – confident understanding of web software and basic understanding of HTML in order to format, manage, and edit content within Wordpress and MailChimp.
- Social media – keen grasp of social media trends and resources, particularly Facebook and Instagram. Ability to run events and campaigns (paid and unpaid) effectively through our social media channels.
- Design – conceptualize and create new creative content and strategically modify existing digital and print content, promotional materials, and event-related designs. Requires experience in Microsoft Publisher as well as Adobe Creative Cloud, specifically Photoshop, Illustrator, and InDesign.
- Moving Image – a basic understanding of how to create, edit, and upload moving images to YouTube and other social media is required. Experience with iMovie, PowerPoint, etc. is ideal.
- Project Management – ability to think and execute strategically to optimize and align the church's communications strategy with its mission; ability to translate the big picture visions of initiatives, events, and projects into sequenced plans and carry these to fulfillment in a timely way.
- Also required are strong writing skills, strong interpersonal skills to work with staff, parish leadership, and parishioners collaboratively, rigorous attention to detail as you will be managing a lot of data coming from many directions, and a good sense of self and sense of humor to enjoy the work together.

### III. EDUCATION/EXPERIENCE

- Education:
  - Bachelor's degree in communications, marketing, or related field, or a Bachelor's degree in another field, combined with relevant experience and certification.
- Experience:
  - Required: Experience in writing and designing for digital media; web technology experience; proficiency in managing a Wordpress site; experience in successful project execution.
  - Preferred:
    - Two to three years' experience as a web content manager developing digital content and integrated social media strategies.
    - A working or experiential knowledge of the Episcopal Church or other Christian mainline denomination.

### IV. ADDITIONAL INFORMATION

- Selected candidates will be asked to submit a portfolio of writing samples and design samples.
  - This position requires occasionally working weekends and/or evenings in accordance with the activities of the parish. Weekly hours will be adjusted to accommodate these needs in consultation with your supervisor.
  - Full-Time, Non-exempt
  - Compensation: \$46-58,000: commensurate with experience; competitive benefits
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### V. TO APPLY

All applicants are asked to email a letter of interest, a resumé, and three professional references to [Robert@SaintBarnabas.org](mailto:Robert@SaintBarnabas.org) with the subject line "Communication Manager."

*THE FOREGOING DOES NOT CONSTITUTE A FORMAL OFFER OF EMPLOYMENT.  
IT IS AN INVITATION TO MAKE APPLICATION FOR A POSITION AT SAINT BARNABAS.*

Post Date: July 18, 2023