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47 Jefferson Ave. SE; Grand Rapids, MI 49503

## **Position Description Communications Manager**

*Westminster Presbyterian Church, located in the heart of Grand Rapids, MI, is a dynamic congregation of 1,100 members drawn from all parts of the metro area. We are committed to worshiping God, serving Christ through mission and justice work in our local community and world, and listening for the Spirit's transforming movement in our midst. Because God in Christ welcomes all, we strive to provide an inclusive community for people of all genders, races, sexual orientations, backgrounds, questions, and doubts. As a Matthew 25 congregation in the Presbyterian Church (USA), we are committed to the work of building congregational vitality, dismantling structural racism, and eradicating systemic poverty. The Communications Manager will help us tell the story of what God is doing in and through our church.*

**Supervised by:** Senior Pastor/Head of Staff

**Job Classification:** Exempt — Full Time 40 hours per week, including Sunday mornings

**Education & Related Experience:** Bachelor's degree, Masters preferred, in communication media, English, or related discipline, or extensive equivalent experience in communication, public relations and/or media marketing in a church or not-for-profit setting.

**SUMMARY:** The Communications Manager provides critical leadership for the communications ministry of the church. The role is responsible for strategic development, oversight, and execution of our communications efforts. The Communications Manager works closely with the Elder for Communications, the Communications Committee, and the ministerial, program and administrative staff, to most effectively develop and disseminate the mission and messages of the church using the most effective media available.

### **KEY DUTIES AND RESPONSIBILITIES:**

**Communications Strategy:** In collaboration with the Elder for Communications and the Communications Committee:

- Develop a communications strategy that supports the church's mission and values
- Develop and/or maintain brand and style guidelines to unify and align the church's messaging across platforms
- Develop and update social media and communications policies and plans of action, based on best practices
- Provide staff liaison leadership with Communications committee

**Digital/Print Communication & Social Media:** In collaboration with the ministerial, program and administrative staff:

- Write/edit content for and help shape the church's internal and external messaging to support the vision and values of Westminster

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- Lead efforts related to creation, strategy, and execution of communications across appropriate channels. Develop an integrated delivery plan using print, website, social media, video and other media to most effectively share all program ministries.
- Oversee and provide content for weekly member communications
- Develop and oversee periodic in-depth communications featuring various ministries and timely topics
- Develop and help maintain social media links that encourage online audiences toward congregational interaction and participation
- Write content and provide website support to administrative staff as needed.
- Oversee work of the audio/visual team for Live Stream of Sunday worship and other events
- Oversee production of the Annual Report to the Congregation.

**Promotions:** In collaboration with ministerial and program staff, as well as program area volunteer leaders:

- Oversee design and development of print and digital promotional materials, including writing content, artwork, and graphic design, ensuring they are executed with excellence
- Oversee development of video and photographic resources to be used across platforms

**Program & Congregational Support:**

- Work with the Membership, Growth, & Development Committee and Elder to develop and implement strategies to invite and welcome others to Westminster and share Westminster's story with the broader community, including downtown residents
- Serve as program staff liaison for the Membership, Growth, & Development Committee
- Provide communications support for the Stewardship Committee and the annual stewardship campaign
- Work with boards and committees and staff to implement most effective communication options for sharing the work of their areas
- Provide key support presentations at the annual meeting and other congregational events
- Get to know the congregation through regular presence on Sunday mornings and at key events

**KEY ATTRIBUTES OF A SUCCESSFUL CANDIDATE**

- Able to support the mission, vision, and values of Westminster Presbyterian
- Understanding and experience in effective use of social media
- Strong writing, proofreading, and editing skills, as well as strong verbal skills
- Strong organizational/management skills
- Collaborative spirit with an ability to work with pastors, staff, and volunteers
- Self-starter; able to work independently
- Ability to think theologically (theological education or experience with the PCUSA an added benefit but not required)
- Experience with HTML/CSS, Google Workspace, Adobe Creative Suite, and other commonly used communications software
- Graphic Design experience
- Website Maintenance experience