

COMMUNICATIONS MANAGER

GENERAL DESCRIPTION

The Communications Manager is a strategic thinker with exceptional writing and marketing skills with a passion for telling great stories. This person will help oversee Rock Point's overall marketing strategy while helping point people to Jesus.

Classification: Non-Exempt; Hourly // **Status:** Full-Time (40 Hours/Week) // **Team:** Communications // **Supervisor:** Tim Larson, Communications Director

Work schedule: (Flexible based on ministry needs)

- Some flexibility is required as needs are varied. Weekdays are varied based around ministry needs and meetings but expect to work three weekdays per week and two weekend days per week.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Work with the Communications Director to effectively communicate messages to church-wide and external audiences;
- Work with the Communications Director to manage Rock Point's social media strategy, planning, and execution;
- Work with ministries to write, adapt, copy edit, and fact-check church communications to ensure high-quality content and consistency of voice across all ministries and platforms (website, social media, invite cards, video announcements, email marketing, digital ad networks, etc.);
- Work with photographers, designers, and video team to create compelling social media and marketing content;
- Cultivate, grow, train, and schedule a volunteer media team of photographers, writers, social media volunteers, etc.;
- Create and manage digital advertising campaigns utilizing Google Ads, Facebook Ads, website retargeting, etc.;
- Utilize volunteers to manage user comments and messages on Rock Point's main social media accounts;
- Seek out and correct out-of-date information on the Rock Point Church website;
- Actively seek ways to improve search engine optimization;
- Review online analytics to help gauge interest and interaction in order to improve future media content;
- Keep ears open for stories of life-change within the church and develop ways to creatively communicate those stories through all mediums;
- Contribute to brainstorming sessions and ideation of topics for church creative content; and
- Other duties as assigned.

COMPETENCIES

To perform the job successfully, the individual should demonstrate the following:

- **Problem Solving** - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason even when dealing with emotional topics.
- **Interpersonal Skills** - Focuses on solving conflict, not blaming; maintains confidentiality; listens to others without interrupting; keeps emotions under control; remains open to others' ideas and tries new things.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; participates in meetings.
- **Teamwork** - Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed.
- **Judgment** - Displays willingness to make decisions; exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in decision-making process; makes timely decisions.
- **Quality** - Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.
- **Dependability** - Follows instructions; responds to management direction; takes responsibility for own actions.
- **Initiative** - Asks for and offers help when needed; undertakes self-development activities.
- **Project Management** - Develops project plans; coordinates projects; communicates changes and progress; completes projects on time and budget; manages project team activities.

REQUIRED CRITICAL SKILLS, TRAINING, AND EDUCATION

- Minimum of 2 years of marketing experience;
- Must be detail-oriented with strong spelling and grammar skills – a short grammar test will be included in the interview process;
- Must be able to manage multiple projects at once;
- High school diploma or equivalent;
- Must be able to communicate project vision to team members; and
- Knowledge of social media platforms.
- Agrees and aligns with the vision, values, and doctrinal Statement of Beliefs of Rock Point Church. (<http://rockpointchurch.com/statement-of-beliefs/>)

PREFERRED PROFICIENCIES

- Experience working in a church environment;
- Graphic Design experience;
- Proficiency in shooting and editing photos with a DSLR camera and Adobe Lightroom;
- College education with emphasis in communications.

PHYSICAL REQUIREMENTS

- While performing the duties of this job, the employee is regularly required to stand and walk and will occasionally be required to do some light lifting (up to 15 pounds.)

PERSONAL LIFE REQUIREMENTS (POST HIRE)

- Model biblical understanding and maintain a consistent personal devotional life;
- Model biblical commitment and become a covenant member of Rock Point Church;
- Model biblical family life before the body and regularly attend worship service with your family;
- Model biblical integrity and conduct personal life in a manner consistent with Rock Point Church's core values;
- Model biblical community; and
- Model biblical generosity and financially support Rock Point Church.