

POSITION TITLE:	Manager: Communications	EXEMPTION STATUS:	Salary Exempt
JOB FAMILY:	Creative Arts	JOB LEVEL:	Ministry Assistant
GENERAL POSITION SUMMARY:	Lead and Oversee Communications for WRC	POSITION RELATIONSHIPS SUPERVISES: (TITLES)	Worship Arts & Communications/Marketing Lay team direct reports
COST CENTER #:	Creative Art	SUPERVISED BY: (TITLE)	Creative Arts Pastor

GENERAL DUTIES AND RESPONSIBILITIES

To support the vision, mission and guiding principles of West Ridge Church by leading all components of communications and marketing.

JOB SCOPE

Position is responsible for and focused on leadership and team development, oversight and execution of all aspects of Communications and Marketing outlined below:

Websites

- Manage all aspects of WRC related websites – West Ridge Church, Engage Atlanta, Church Planting, Sr. Pastor Blog
 - Content Management – timely, current, and appropriate to WRC
 - Efficient and effective functionality
 - Artistic and creative excellence
- Lead all efforts related to the creation and development of all websites
 - May work with web development companies
 - May create and develop sites internally
- Proactively work to make sure WRC maintains and effective presence on the web including style/presence, search engines, new technology.
- Assist Sr. Pastor in blog sites and other web related issues as deemed necessary.

Promotions

- Develop system to organize, prioritize, and communicate promotional items related to WRC.
- Create communication strategies to market, inform, and promote teaching series, big events, and other campaigns assigned.
- Oversee all written materials related to promotions
 - May require writing or securing writers
 - Editing and proof-reading for accuracy and appropriateness

Social Media

- Create social media presence for WRC including but not limited to Facebook and Twitter.
- Manage on going social media messaging and communication strategies.
- Creatively build followings on various social media outlets

Design

- Lead efforts to design all art and promotional materials related to church-wide activities with a high standard of creativity, excellence, and effectiveness.
- Network with paid and volunteer artists to develop graphic designs.

Video

- Work closely with WRC video team to produce creative and effective promotional videos: concept, scripting, video shoots, editing and post-production.

- Strategize creative tactics to use video to promote and send the message WRC may want to communicate to the church and to the world.

Worship Arts

- Work in tandem with worship arts team to create consistency in messaging from the front door to the back door.
- Develop creative ways to communicate desired messages with the worship audience
- Join brainstorm and creative sessions in developing worship series and programs.

Brand Management

- Monitor the look, vibe, feel of all promotional materials representing WRC.
- Police the use of logos and images that represent WRC
- Create policies and procedures related to the branding of WRC and related entities.

Media Relations

- Create positive relationships with local and national media.
- Oversee efforts related to securing or responding to media attention.
- Develop policy and procedures related to media relations.

Volunteer Teams

- Develop volunteer teams as deemed necessary to accomplish communications goals.
- Recruit, train, and care for volunteer such as artists, designers, photographers, writers

HELPFUL CHARACTERISTICS

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|---|------------------------------------|
| • Strong Leadership | • Takes Initiative |
| • Self Starter | • Positive and Optimistic Attitude |
| • Self-Motivated | • Independent Worker |
| • Highly Creative | • Doesn't mind being interrupted |
| • Organized | • Ministry Minded |
| • Strategic Planner | • Open-Minded |
| • Tuned in to cultural trends | • Patient |
| • Visionary | • Compassionate |
| • Team Player | • Good Listener |
| • Follows detailed and/or conceptual instruction well | • Maintains Confidentiality |

COMPETENCIES/SPECIFIC EXPERIENCE OR TRAINING PREFERRED:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

Education and Experience

Some college preferred

Knowledge, Skills and abilities

- Excellent written and verbal communication skills
- Demonstrable competency in the following software:

○ Microsoft Office	○ Dreamweaver
○ Final Cut Pro	○ Illustrator
○ Photoshop	○ Coda
○ In-Design	○ Motion

- Powerpoint
- Keynote

- Mac and PC Operating Systems

- Successful goal setting, follow-up, and achievement skills
- Ability to focus and specialize on specific tasks
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Positive interpersonal, influence and issue free skills