



Victory
of
the **Lamb**

POSITION DESCRIPTION: COMMUNICATIONS MANAGER

The position of Communications Manager is a part-time position (30 hours per week).

Overview

Primary Goals

The goal of this position is to plan, create, coordinate, and manage communications on physical and digital platforms to share the message of Jesus with those at Victory and in our local and global communities.

Supervisory Relationships

Accountable to: Director of Administration

Directly Supervises: Social Media Contractor, Contracted Graphic Designers and Communications Volunteer Team

Qualifications

- Exceptional written and verbal communication skills and an ability to voice to Victory's target audience.
- Strong copywriting, proofreading and content creation skills.
- Organized and detail oriented.
- Ability to multitask and manage time effectively
- Active experience and proficiency with multiple social media platforms, using them in a diverse way.
- Ability to work independently or in a team environment.
- Graphic design experience is a plus.
- Member or willing to become a member of Victory.
- Aligned with Victory's guiding principles and embodies Victory's core values.
- Has a growing relationship with Jesus.
- Bachelor's degree in communications, marketing, public relations, journalism or related field is a plus
- 5 years or more experience in the communications, marketing or public relations field is a plus

Primary Duties

Church Communications

- Write, edit, and/or review all communications for both internal and external audiences. Ensure that these communications are high-quality, high-impact, and aligned with Victory's communications guidelines.
- Work with staff to develop and implement a communications strategy that internally and externally depicts the vision, mission, values and happenings of Victory of the Lamb
- Work closely with and support each ministry area as needed (email newsletters, targeted planning, appropriate promotion, website updates, etc.). Stay on top of Communications Requests and be aware about what is happening with each area of ministry to ensure communication can happen effectively and timely.
- Utilize a variety of tools such as texting, email marketing, social media, visuals etc. to communicate important information about worship and other church events.
- Stay current on communications and technological trends and look for opportunities to use this information to more effectively communicate with the church and local community.
- Partner with staff and volunteers to help proactively plan and support their communication needs in a timely way. Schedule communication of events, worship, and other opportunities, including creation of graphics by staff or contracted designers.
- Regularly evaluate the effectiveness of communication strategies and plans, make adjustments accordingly.
- Work with staff to develop communications processes and define priorities to create an environment in which messages can be communicated clearly, creatively, and effectively..
- Cultivate, lead, and manage a team of communications ministry volunteers (social media managers, writers, photographers, graphic designers, videographers, etc.).
- Maximize communication potential of digital church sign on Loomis Rd.

Online Presence

- In conjunction with the lead pastor and Director of Administration, oversee Victory's social media presence on various platforms so that a variety of sources are curated and created for social media content that builds relationships, shares Christ's victory, and helps people take a next step in their faith.
- Create Content Calendar, curation, creation, captions and distribution on all social media platforms being utilized.
- Monitor all social media platforms (both current and new) for effectiveness in reaching today's people with Christ's victory.

- Maintain, update, and edit Victory's websites (victoryofthelamb.com and votl.life) to ensure content is accurate and up-to-date, sites are easy to navigate and appealing to intended audiences, and help people take next steps to engage with Victory and grow in faith.
- Assist Office Manager with maintaining church database, including event registration, worship attendance, groups, and facilities calendar.
- In conjunction with the Director of Digital Ministry, create, plan, and implement marketing of Victory events and worship through Facebook and Google advertising. Monitor active ads, making adjustments in order to optimize use of advertising funds.
- In conjunction with the Director of Digital Ministry, utilize analytics tools such as Facebook Business, Google Analytics, and YouTube channel statistics to evaluate effectiveness of social media content, videos, websites, and other online content. Share with staff on a monthly basis and discuss potential changes to optimize reach and make content user-friendly and appealing to an external audience.

Worship Planning & Preparation

- Plan and film weekly video announcements to help worshipers take a next step at Victory through registering for events, serving, and more
- Plan for and create slides to be used during worship to communicate potential next steps outside of worship
- Offer input to pastors with planning and preparing sermon series that share Christ's victory while meeting needs and interests of internal and external audiences
- Coordinate the creation of sermon series and holiday graphics by staff and contracted graphic designers, ensuring that final products adhere to Victory's branding guidelines. Direct ordering and distribution of print materials for events and services when applicable.