

CORAL RIDGE PRESBYTERIAN CHURCH

COMMUNICATIONS & MARKETING MANAGER

POSITION OVERVIEW

Coral Ridge is seeking a qualified applicant to manage the communications and marketing efforts of a multi-faceted ministry model. In this capacity, the incumbent will support multiple ministries with diverse goals and outcomes.

POSITION DETAILS

- Full time: 40 hrs/wk
- Reports to Director of Communications & Marketing
- Position oversees direct reports

JOB RESPONSIBILITIES

Communication Strategy Implementation

Internal

- Member database management and communication (email and text)
- Registration form creation and maintenance

External

- Help implement communications strategies to external audience

Reporting

- Regularly provide relevant data, statistics and trends to Director of Communications to help facilitate consistent reporting and planning

Team Management

- Cultivate a collaborative environment where team members share ideas, leverage diverse skill sets, and work together to achieve common goals
- Set clear expectations, regularly assess team performance, provide constructive feedback, and implement development plans to enhance individual and collective success
- Address interpersonal conflicts, provide support during challenges, and create a positive, inclusive work culture that promotes trust, accountability, and mutual respect

Website/App Maintenance

- Make backend (WordPress) website edits to keep the content relevant and organized
- Keep ministry apps up to date and relevant
- Consistently explore ways to improve digital platforms

Design

- Will work on a variety of recurring and standalone projects that may require creating basic designs or resizing/repurposing current designs.

Email Management

- Manage recurring and standalone emails (Mailchimp) from start to finish
 - + Content writing, Email design, Email analytics, A/B Testing

Content Management

- Manage recurring uploads to various digital platforms

Management of Additional Communication Tools/Outside Vendors

- Management of texting platform (Clearstream)
- Work with various printers, mailhouses, etc.

Flexibility to perform other communications tasks as needed

POSITION QUALIFICATIONS

- Professing Christian, stable and growing in the faith
- Experience with Adobe Illustrator, InDesign, and Photoshop is preferred
- Experience managing a team of direct reports
- Experience managing backend web platforms
- Detail oriented with strong organizational skills
- Dependable and able to take ownership/self starter
- Committed to the ministry of CRPC

