



Staff Position Description

Position: Communications Manager

Classification: Full Time

Campus Location: Church-wide

Purpose of Role: This role exists to spread the message of Jesus and of Cornerstone Church by creating a vibrant, cohesive message through a variety of print and digital mediums. This individual should have a passion for connecting with diverse audiences and seeing ideas come to life.

This person is the brand champion for Cornerstone Church, ranging from church-wide marketing, major event, conference campaigns and internal departments. They are responsible for developing and implementing marketing strategies and developing other staff and volunteers to achieve this goal.

Reports To: Creative Director

Oversees: Staff/Apprentices; Volunteer Teams; Interns (when applicable)

Primary Responsibilities:

- Development and implementation of the overall communication strategy through digital and print mediums, including weekly newsletters
- Planning, directing and implementing marketing strategies - including external campaigns, events, digital marketing, and public relations
- Oversight of social media (Facebook, Instagram, Twitter, TikTok, YouTube, Nextdoor, etc.) and development of content, running ad campaigns
- Oversight of overall external digital presence: GMB, Bing, etc.
- Oversight of church website and app, along with regular accuracy and upkeep
- Oversee execution on deliverables, timelines and budgets

Additional Responsibilities:

- Continuing education in current technologies, trends, forms of social media
- Develop and train team of volunteers
- Measuring and reporting outcomes
- Review work, troubleshoot and provide feedback to creative teams



Skills and Attributes:

- Belief: Adheres to the beliefs and culture of Cornerstone Church
- Initiative: Strong ability to search out, capture, and communicate information
- Communication: Ability to communicate well within a team, through various forms of media, in front of audiences and present ideas clearly
- Strong written communication, accuracy in grammar, spelling, and punctuation.
- Analytical: Ability to study market trends and analyze the data/information to determine the best path forward
- Skills: Intermediate to advance knowledge of Photoshop and Premiere Pro
- Management: The ability to lead others and oneself, particularly in time, project and asset management
- Interpersonal Skills: Ability to lead their staff and volunteer teams well, collaborate with peer team leads, work through conflict resolution as required and communicate with supervisors
- Ability to lead quality control of content, design, and feel
- Creativity: Out of the box thinking, an ability to look at the same things differently and continually reinvent, ability to utilize AI where beneficial
- Adaptability: Flexibility of process and ability to re-imagine when changes occur