



COLONIAL CHURCH

A PLACE TO GROW IN CHRIST
AND SERVE THE WORLD

Date Posted: 7/20/2019

Job Title: Communications Manager

Denomination: Congregational

Church Size: 500-1000

Job Category: Full time, non-exempt

Reports to: Jessica Krueger, Director of Operations

Overview

Colonial Church is a Congregational Church located in Edina, Minnesota. Since its founding in 1946, it has a rich history and significant presence within Minneapolis-St. Paul and beyond. Our congregation seeks God's leading toward what it means to be a church in the 21st century. Grasping the reality that church as usual is not viable, Colonial is engaging in prayerful conversation and action of how best to honor and reflect its traditions and historical roots while also reinventing itself for greater impact.

As a part of this vision, we are hiring a Communications Manager.

The Congregation

Colonial Church is a warm, relational and vibrant community of theologically diverse individuals united by faith in Jesus Christ. Although there is diversity of faith backgrounds and theological perspectives among its members, Colonial members are not ideologically rigid and seek to live in covenant community. As the community of God's people, Colonial Church is called to love one another and do good for Christ's sake. Through worship, caring for one another, and actively serving the world, the people of Colonial Church strive to live out the Good News of Jesus Christ in all aspects of daily life.

Affirming the historic Christian faith, steeped in a congregational heritage, and believing that Christ is the center of the church, Colonial Church functions as an independent congregation that seeks to be the body of Christ through the guidance of the Holy Spirit.

Colonial Church's congregation includes long-standing, highly committed members along with a number of younger individuals and families whose gifts and talents stand ready to be employed for kingdom purposes. Colonial Church members primarily reside in southwest Minneapolis and suburbs. Colonial Church is a well-resourced church financially and is generous in allocating funding for its ministry initiatives.



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Colonial Church is composed of a variety of ministries, serving both its members and those outside of its walls, and is a church with significant past and future stature in the community with a reputation of being mission oriented.

More about Colonial Church can be found at: <http://www.colonialchurch.org>

Purpose: The Communications Manager is responsible for aiding the staff and lay leaders of Colonial Church in the development and execution of internal and external communications designed to foster enhanced engagement within Colonial and the greater local community across digital and print platforms.

The Communications Manager will:

- Work primarily with the Director of Operations as well as with Colonial staff to set realistic goals and benchmarks for public and congregational relations, website, email marketing and social media growth.
- Oversee the production of — and write/manage content for — Colonial's communication outputs including the church websites, social media, digital campaigns, brochures, signage, and advertising. Ensure that content and design is clear, consistent, and strategic to maximize impact with members, guests, and, as needed, the surrounding community.
- Ensure that Colonial's brand standards and content guidelines are carried out in all church communication pieces to ensure the identity is communicated in consistent, compelling ways.
- Assess and determine effective methods to communicate with intended audiences.
- Establish procedures and processes for communicating church messages and train staff as needed.
- Generate and collaborate on creative communications ideas with ministerial and other staff to promote specific events.
- Develop social media presence - Facebook, Twitter, Instagram.
- Enlist volunteers such as artists, designers, photographers and writers to assist in communication strategies.



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Measures for success:

- Completes projects in a timely fashion and provides clear communication to the Director of Operations and other stakeholders as needed.
- Takes initiative to stay on top of public relations, email marketing and social media trends and provide a point of view on emerging platforms.
- Able to self-manage multiple projects simultaneously.
- React to change productively and handle other essential duties as assigned.

Qualifications:

- Degree in Communications, media or related field.
- Prefer service, academic or non-profit experiences.
- Excellent written and oral communication skills.
- A commitment to the Christian faith with a record of service that reflects a love for Jesus. Believes that their work is not just a job but also a ministry and that their efforts support the larger church.
- Relates well to all ages; communicates effectively both interpersonally and corporately.
- Strong computer skills including: apple platform, google drive, MailChimp, Wordpress, etc.
- Knowledge of Google Analytics: how to glean data and tweak for future implementation.

FURTHER INFORMATION

Submit a cover letter and resume, as well as writing samples or examples of creative projects, to:

Jessica Krueger, Director of Operations
Colonial Church
jkrueger@colonialchurch.org
www.colonialchurch.org