



## Job Description

**TITLE:** Communications Manager

**I REPORT TO:** Administrator

**REPORTING TO ME:** Communications Technicians, Volunteers

**CATEGORY:** Administration

**Last Updated:** April 2020

### Job Summary

The role of the Communications Manager is to implement and guide all internal and external communications of Miracle Life Family Church and Rhema Bible Training Center Zambia (the ministries). The Communications Manager must build a team of paid and unpaid staff/volunteers who will coordinate, organise, create and produce all aspects of communication (print, video, social media, web etc) outlined below. This is done with the goal of the greatest possible effectiveness in communicating the Vision and Mission of the ministries. The Communications Manager also serves as communications consultant to all ministry areas, enhancing creativity, collaboration and effectiveness in each ministry.

### Main Duties and Responsibilities

#### Websites

- Manage and update all aspects of ministry websites
- Content Management – timely, current, and appropriate to the ministries
- Efficient and effective functionality as well as artistic and creative excellence
- Lead all efforts related to the creation and development of all websites
- Proactively work to make sure the ministries maintain an effective presence on the web including style/presence

#### Promotions

- Develop systems to organize, prioritize, and communicate promotional items related to the different ministries
- Create communication strategies to market, inform, and promote teaching series, big events, and other campaigns assigned
- Oversee all written materials related to promotions
- Editing for accuracy and appropriateness
- Create social media presence for ministries including but not limited to Facebook, Twitter, and Instagram
- Manage ongoing social media messaging and communication strategies
- Creatively build followings on various social media platforms

#### Social Media

- Manage and update all aspects of social media accounts and pages
- Manage timely, current, and appropriate content to all ministries

- Exhibit efficient and effective functionality as well as artistic and creative excellence
- Lead all efforts related to the creation and development of all social media tools and pages
- Work to make sure the ministries maintain an effective presence on social media platforms including style

### **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**

- Recruit and coordinate a 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 the ministries may want to~~ communicate to the church, city and nation

### **Photography**

- Recruit and coordinate a photography team to capture photos of different departments, events and ministry for promotional purposes
- Strategize creative tactics to use photography to promote various ministries

### **Brand Management**

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

### **Media Relations**

- Develop policy and procedures related to media relations
- Oversee efforts related to securing or responding to media attention

### **Volunteer Teams**

- Develop volunteer teams as deemed necessary to accomplish communications goals
- Recruit, train, and care for volunteer teams (i.e. artists, designers, photographers, writers etc)
- Work with communications team to develop, foster and maintain an attitude of service, resourcing and empowering all the ministries to communicate effectively both internally and externally and upholding the ministry culture

### **Education and Experience**

- Degree level education or equivalent through relevant training/experience
- Holds a relevant professional qualification
- Evidence of continuing, relevant professional development
- Proven track record of leading and developing high achieving teams
- Experience of working in a multi-cultural setting

### **Knowledge and skills**

- 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 ability, influence and issue free skills
- Ability to maintain confidentiality
- Demonstrable competency in the following software:
  - Microsoft Office suite
  - Final Cut Pro
  - Photoshop
  - In-Design
  - Dreamweaver
  - Illustrator
  - Motion
  - Wire cast
  - Keynote
  - Mac and PC operating systems

**Personal Attributes**

- Ministry minded
- Competent Leader
- Godly Character
- Creative
- Good listener
- Visionary
- Self-starter
- Self-motivated
- Honest
- Attention to detail