

## **Communications Manager**

Part-Time or Full-Time (depending on candidate)

### **Description/Purpose**

The Communications Manager serves as the central hub for managing all internal and external communication efforts of the Crisis Pregnancy Center of Tidewater (CPC). He/she will work with department heads, staff, vendors, and volunteers to promote CPC's brand and fulfill its mission of saving lives, sparing hearts, and furthering the gospel of Jesus Christ in South Hampton Roads. He/she will directly report to the Vice President of Campaign Management but will also have dotted-line reporting responsibilities to other department heads.

### **Responsibilities**

The successful candidate will:

- Oversee, edit, and update CPC's websites, email platform and lists, and other online and social media assets, including but not limited to Facebook and YouTube.
- Analyze and monitor social media trends and media placements to measure effectiveness.
- Track email list segment open and click-through rates across campaigns.
- Oversee web design and management.
- Provide support and assistance with planning, promoting, and implementing campaigns and prioritized activities.
- Design and/or oversee print, web, and email communication pieces including, but not limited to, postcards, brochures, email headers, newsletters, annual reports, prayer cards, event invitations, etc.
- Proofread all communications before being distributed or posted.
- Participate in organization-wide planning, development, and communication activities as needed.
- Leverage measurement tools to monitor and evaluate the impact of communications efforts and provide progress reports while continually finding ways to improve on those metrics through testing and new initiatives.
- Contribute to overall team efforts by setting appropriate deadlines and ensuring effective communication.
- Educate CPC staff regarding how to optimize social media to advance the organization's priorities.
- Work with Ministry Operations staff to acquire and manage patient testimonies, stories, etc.
- Work with vendors and service providers in various artistic areas to produce videos, photography, graphic design, etc.
- Perform other duties as assigned, dependent on organizational needs and employee skills.

## **Communications Manager**

### **Qualifications**

#### *Spiritual/Personal*

The successful candidate will:

- Have a personal, vital, and growing relationship with Jesus Christ and exhibit a Christ-centered life.
- Be in complete agreement with CPC's doctrinal and mission statement.
- Be self-motivated and well-ordered in his/her personal life.
- Have a warm, gentle, and hospitable spirit for the family of CPC.
- Embrace CPC's values and the behaviors that support those values.

#### *Professional*

The successful candidate will:

- Possess both working knowledge and real-world experience in planning, managing, and executing social media programs and initiatives.
- Demonstrate the ability to establish and maintain effective relationships and partnerships with key stakeholders and online influencers.
- Be an excellent copywriter.
- Exhibit strong writing and oral communication skills.
- Exhibit strong internal and external relationship building skills.
- Exhibit solid organizational and analytical skills.
- Demonstrate the ability to manage multiple projects, priorities, and deadlines simultaneously.
- Have the ability to excel in a fast-paced, changing, and challenging environment.
- Be proficient in Adobe Creative and Microsoft Office products.

#### *Education/Experience*

The successful candidate will:

- Possess a BS/BA (or equivalent experience) in communications, marketing, design, or related field.
- Have a minimum of 3 years of communications, media, or marketing experience.

### **Schedule**

The Communications Manager position may be either part-time or full-time depending on the needs of CPC and the availability of the successful candidate. In addition, the position may be approved for remote working opportunities contingent upon the demonstrated responsibility of the employee and the needs of the ministry. The Communications Manager will be expected to be available during normal office hours each weekday, but some nights and weekends may be required. Known nights/weekends required of this position include (but are not limited to):

- Walk for LIFE events (3-4 Saturday mornings; March-May timeframe)
- Annual Benefit Banquet (1-2 weeknights; October-November timeframe)
- Year-End Fundraising Campaign (5-7 weeknights; December timeframe)