

Hope Community Church  
Communications Manager Role Description



**Job:** Communications Manager

**Name:** TBD

**Reports to:** Communications Director

**Supervises:** Social Media Coordinator and Project Manager

**FLSA Status:** Full-time (Exempt)

Role Summary:

Hope is a dynamic and community-focused organization with a passion for outreach and engagement. We are a multi-site church with five campuses, each supported largely by our central communications team. We are currently seeking a Communications Manager to join the team. The ideal candidate will drive our messaging and connect with our community through innovative campaigns and strategies. The communications manager will report to the Communications Director.

Primary Duties/Responsibilities:

- Direct and streamline communication efforts to ensure optimal impact and consistency across all channels
- Spearhead content creation and editing for our central channels, including our official website, promotional materials, and social media platforms.
- Lead, manage and hold accountable (LMA) two roles on the communications team: Social Media Specialist and Project Manager
- Oversee and regularly update our main website to ensure it reflects our current initiatives and messaging
- Develop and execute promotional strategies to elevate our presence and outreach
- Craft and refine digital and print content, collaborating with our Graphic Design, and Flim/Video teams
- Work with the Communications Director and Marketing Specialist to enhance customer relationship management (CRM) systems, including segmentation and analytics
- Contribute copywriting for forward facing Hope communications. Including central emails, campus emails, social media copy, and print assets
- Analyze social media performance and strategize for growth and engagement
- Represent the communications team in ministry strategy meetings
- Excel in a fast-paced environment, adapting to evolving priorities with ease

Skills and Abilities:

- Demonstrated leadership and organizational skills with the ability to drive a team towards common goals
- Creative and strategic mindset with a collaborative spirit

- Proficiency in project management tools such as Monday.com, Microsoft 365, and CRM software
- Proven ability in crafting compelling copy that resonates with a diverse audience
- Ability to learn and understand the organizational brand and tone
- A solid grasp of marketing and communications best practices, especially in the digital realm
- Ability to prioritize projects based on overall organizational goals
- A strong portfolio showcasing digital marketing expertise

Education and Experience:

- Bachelor's Degree in communications, marketing, or related field
- Minimum of three to five years of experience in communications or marketing
- Experience in a non-profit or church setting is a plus