



Position Title: Communications Manager (Full-Time; 40 hours/week)

Position Summary

In partnership with the Pastor of Communications, this position plays a key role in shaping and executing WoodsEdge's communication strategy. The role oversees day-to-day communication workflows, manages projects and platforms, and ensures cohesive, high-quality communication across ministries, events, and channels. Provides supervisory oversight for members of the Communications team, ensuring consistent training, accountability, and operational excellence.

Key Roles and Responsibilities

- Partner closely with the Pastor of Communications to execute short- and long-term communications goals
- With support from the Communications Project Coordinator, manage communications requests, event promotion, and campaign projects, including:
 - Collaborating with ministries to identify needs and priorities
 - Thinking strategically and creatively about project scope and solutions
 - Developing and managing project timelines
 - Coordinating effectively with designers, videographers, and other creatives
 - Ensuring timely delivery of files, printed materials, apparel, and other deliverables
 - Creating channel plans for events and campaigns across all platforms
- Supervise the Social Media Coordinator and guide execution of social strategy across all WoodsEdge channels
- Maintain and oversee the communications master calendar, planning ahead to ensure clear, timely communication with the congregation
- Oversee the church email platform, including:
 - Overall email communication strategy
 - Weekly all-church email newsletter
 - Guidance and support for ministry-specific newsletters
 - Staff training and best practices
- Manage screen content for weekly services and special events, including:
 - Pre-service slides
 - In-service video and graphic needs
 - Overall approach, aesthetic, and strategy
- Lead website strategy and content management
- Manage and maintain campus signage, both indoor and outdoor
- Communicate clearly, consistently, and promptly with the Communications team and ministry partners
- Write and edit clear, professional copy in the WoodsEdge voice for web, email, graphics, and other communication channels
- Lead and develop Communication Project Coordinator and Social Media Coordinator through constructive feedback, collaboration, and encouragement. This includes scheduled meetings and training, as well as a monthly 1:1 time for constructive feedback, goal setting, enrichment, documentation of performance progress, and fostering cohesiveness in support of the Creative Team as a whole

- Oversee daily workflow, priorities, and task completion, ensuring projects are completed on schedule and to ministry standards. Step in to perform or reassign duties if a subordinate is behind schedule to maintain continuity of ministry operations
- Maintain performance documentation and collaborate with the Pastor of Communications regarding recognition, professional growth, or corrective action as needed, in alignment with WoodsEdge policies
- Attend supervisory and leadership development training sessions as assigned to strengthen management and communication skills

Supervisory Responsibilities

This position provides direct supervision to the Communications Project Coordinator and Social Media Coordinator and indirect oversight of any assigned administrative volunteers. Responsibilities include training, scheduling, task delegation, performance evaluation, documentation, and corrective feedback when necessary. The Communications Manager also ensures continuity of ministry operations by stepping in to complete or reassign essential duties when a subordinate is unavailable.

Success Outcomes

- **Strong, healthy relationships with ministries**
Trusted, collaborative relationships with ministry leaders, marked by clear communication, responsiveness, and mutual alignment around goals and timelines
- **Consistent, on-time execution of projects**
Communication, design, and production processes are well-managed, with projects delivered on time, on brand, and with a high standard of quality
- **Clear, cohesive communication strategies**
Events and initiatives are supported by thoughtful, well-executed communication strategies that effectively leverage appropriate channels and reach the intended audience
- **Proactive leadership and initiative**
The role is marked by forward-thinking planning, anticipation of needs, and a willingness to take ownership rather than simply respond to requests

Requirements

- 5+ years of experience in marketing, communications, or a related field
- Fluency in both English and Spanish preferred
- Excellent written and verbal communication skills
- Strong writing and editing ability, with attention to detail and minimal need for proofreading
- Highly organized, with solid administrative and project management skills
- Working knowledge of social media, email marketing, and web design/UX
- Experience in creative disciplines such as design, videography, or animation is a plus
- Prior experience leading teams, supervising staff, or coordinating volunteers, required or strongly preferred

Staff Expectations

- Maintain a consistent personal walk with God, marked by daily time in prayer and Scripture and a growing love for Jesus
- Participate fully in staff prayer, meetings, trainings, retreats, ministry-related classes, and required staff events
- Demonstrate a commitment to ongoing spiritual formation and professional development
- Serve as a strong team contributor who seeks to build others through service, collaboration, leadership, and healthy conflict resolution
- Embrace a posture of lifelong learning, welcoming coaching, evaluation, and accountability

- Carry a genuine passion for welcoming people and helping them connect with God, His church, and one another
- Engage regularly in prayer and intercession for the church, its ministries, and its people
- Affirm and live out WoodsEdge's Statement of Faith through personal conduct and lifestyle
- Own and champion the WoodsEdge mission and values, including prayer, passion, humility, and a kingdom-minded perspective
- Attend WoodsEdge Community Church and be an active, engaged participant the life of the church
- Demonstrate a servant's heart, willingly taking on additional responsibilities as needed, with no task considered too small

Performance Measures

- Getting it Done—ability to perform role and responsibility; work ethic
- Moving the Needle—success outcomes and the ability to deliver excellence to your role for the good of WoodsEdge's initiative
- Practicing Greatness—commitment to ongoing spiritual, personal, and professional growth.
- Living it Out—strong commitment to living out WoodsEdge's mission, vision, and values. Strong commitment to personal time with God every day, and to ongoing spiritual, personal and professional growth
- Building Teams—seeks to make others better through development, leadership, collaboration, and healthy conflict resolution. Interpersonal skills that enable effective collaboration with other ministry leaders and staff.
- Coaching & Feedback—willingness to be coached, evaluated, and held accountable
- Supervisory Effectiveness—demonstrates consistent training, oversight, documentation, and follow-through with assigned staff and volunteers to ensure ministry continuity and excellence