



CHURCH of the REDEEMER
take your place

Director of Parish Communications

About Church of the Redeemer

The mission of Church of the Redeemer is:

To build up the Body of Christ by Word and Sacrament, equipping the people of God for the work of ministry, that Jesus Christ may be known, loved, worshiped, and obeyed in our homes and parish, community and diocese, and throughout the world.

We accomplish our mission by “making new Christians and making all Christians new.”

Redeemer is a large, growing parish of approximately 2,500 members. Catholic-minded theologically and liturgically, while having an evangelical zeal for reaching new members, the parish is located in downtown Sarasota, Florida, and has just completed Phase One (18,000 sq. ft. for formation, event, and office space) of a long term, three-phase capital expansion. Phase Two, which will provide much needed space for youth and music, will begin soon. Phase Three includes a new chapel to enable additional Sunday masses and Christian formation opportunities. With an emphasis on worship, children, youth and families, music, Christian formation and preaching, as well outreach, Redeemer is positioned for further growth.

How Do I Apply?

Please send your resume to the Rev. Charleston D. Wilson, Rector, at cwilson@redeemersarasota.org. Applicants should also include one-paragraph answers to the following questions:

- Why are you an ideal candidate for the Communications Director at Redeemer?
- What does the phrase “Jesus is Lord” mean to you?

Applications must be submitted before 15 February 2021. Candidates should also have two letters of recommendation sent directly to the Rector.

Details

Position: Director of Parish Communications

Reports to: The Rector

Supervises: Omnichannel marketing manager who supervises our IT partner, website hosts, part-time print associate, and others as assigned

Purpose: To oversee and direct all areas of Redeemer’s ministry which pertain to communication, from conceptualization and strategy to implementation, including print, social, and liturgical communications. This individual works alongside and advises other staff to insure

the development and implementation of effective communication of Redeemer and its ministries.

Conviction: This individual will share the conviction regarding the centrality of “making new Christians and all Christians new,” desiring to see this focus in all of Redeemer’s ministries and programs.

Compensation: Compensation and benefits will be commensurate with experience.

Responsibilities

Strategic Communications

- Oversee communications to and with staff, leadership, the parish, and community
- Develop strategies for both internal and external communications
- Coordinate with other staff members to ensure strategic communications planning and implementation

Relationships and Management

- Develop, implement, and maintain processes, project management tools, and standards which enable effective communication flow
- Educate staff, ministry leaders, and possibly others in the congregation about procedures and processes for communicating church messages effectively
- Understand the specific needs of various staff and ministry areas regarding communication
- Provide leadership to establish and manage an effective communications team
- Determine communications project agendas, priorities, and timelines
- In all areas, contribute to the staff culture which supports Redeemer’s identity and purpose
- People person with a natural ability to collaborate with multiple stakeholders within the organization

Communications Planning and Tactics

- Strong copywriting, editing and proofreading ability for a variety of channels (print and digital)

Design and Creativity

- Has a working knowledge and understanding of basic design principals
- Able to communicate to and partner with graphic designers, printers, writers, and other communication professionals
- Understanding of Adobe Creative Cloud design and video editing programs

Web, Content Strategy, eNews, and Social Media

- Will develop an overall vision for web-based communication
- Develop a content strategy for website, eNews, email, and social media
- Manage web content, eNews, and social media presence
- Develop protocols to manage the use of all parish email and other forms of web-based messaging
- Develop a thorough marketing calendar for all communications channels (print, social, web)

Print

- Develops print pieces, including: collateral (letterhead, business cards, etc.), weekly service bulletins, brochures, flyers, banners, guest materials, annual report, newsletters, program guides, etc.
- Regularly evaluate publications, determining appropriate strategies for discontinuation, reorganization, redesign, or other development when appropriate
- Bid out production quotes with multiple vendors to ensure the most cost-efficient output

Verbal Communication and Multimedia

- Coordinate with staff regarding guidelines for and execution of various communication needs during worship services and education times (worship service announcements, the use of multimedia in classrooms, etc.)
- Facilitate the discernment of and offer direction regarding weekly or regular promotion of ministries or events (what is shared, how it is shared, necessary supplemental materials, etc.)

Physical Space

- Provide oversight and direction of general and specific communication occurring in our parish halls, meeting spaces, classrooms, and other common areas
- Manage signage and other displays
- Consider and regularly reevaluate the internal and external communication delivered through Redeemer's physical plant and physical space

External Communication and Other

- Oversee all external communication (web-based, print, or otherwise), including content in various media or publications, advertising, and possible marketing and outreach efforts
- May serve as media relations contact as designated by the church leadership

- Ability to identify opportunities for Redeemer to communicate its message externally through the news media (press releases, publicizing events, creating events of interest, etc.) without compromising Redeemer's core beliefs
- Coordination of severe weather policies and communications
- Manage the quality and timeliness of various contractors and vendors in the fields of communication and technology

Qualifications

- Conviction regarding the centrality of the work of God in the Gospel of Jesus Christ must align with Redeemer leadership
- 4-year degree in marketing, communications, or public relations is preferred; candidates with unrelated educational backgrounds may be considered
- At least three years' experience as a communications professional is preferred
- Agile problem solver who can identify problems and needs, make decisions, and implement appropriate change
- Ability to assemble, manage, and encourage a team; able to develop collaborative processes
- Strategic thinker
- Strong attention to details in planning and implementation
- Strong interpersonal skills; team-orientation
- Strong writer, editor, and proof-reader, with the ability to critique and direct visual designs
- Ability to recognize and maintain a consistent aesthetic (visual and otherwise) which reflects Redeemer
- High capacity for managing several projects concurrently; ability to work effectively at times at rapid pace
- Takes initiative and self-motivated

Additional Requirements

The successful candidate will be required to submit to a criminal background check, including a motor vehicle report, credit report, a drug test, and complete Safeguarding training.