

Communications Manager Frontline Community

Summary

The Communications Manager is primarily responsible for overseeing the implementation of the church's online discipleship strategy across digital platforms. This role focuses on directing content execution (via contractors), maintaining alignment across channels, and ensuring a consistent, engaging and spiritually formative online presence that reflects and reinforces the in-person experience.

This position does not require content creation but emphasizes strategic leadership, execution oversight, and performance analysis.

Overview

The Communications Manager is responsible for:

- Overseeing the execution of the church's online discipleship strategy across social media and digital platforms
- Managing and coordinating contractors (videographer and graphic designer) to ensure timely and high-quality deliverables
- Maintaining consistency and alignment (both content and branding) across all communication channels, digital and printed (church website, social media platforms, weekly slides, printed flyers, signage...)
- Monitoring engagement and fostering meaningful interaction within the online community
- Utilizing analytics to assess effectiveness and refine strategy

Responsibilities

- Oversee and implement a cohesive online discipleship strategy aligned with weekly, monthly, and annual ministry rhythms while focusing on our five objectives:

1. Interrupt with Truth.
2. Initiate Conversation
3. Invite to engage.
4. Inspire with purpose and
5. Infuse joy

- Manage the social media calendar, ensuring consistent posting and alignment with church initiatives

- Coordinate with contractors (videographer(s), graphic designer(s), photographer(s)...) and volunteers, to create/curate content for social posts, web updates, Sermon graphics & slides, and printed content.

- Maintain and update the church website and social media platforms weekly to ensure accuracy, clarity, relevance, and cohesion.

- Monitor and respond to comments, messages, and other forms of engagement in a timely and appropriate manner

- Oversee weekly communication touchpoints, including updating the church's WhatsApp thread, and Follow Along tab.

- Analyze platform performance (engagement, reach, growth, etc.) and provide insights to adjust and focus strategy

- Collaborate with staff and contractors on campaigns, seasonal initiatives, and key events (e.g., Easter, Christmas, sermon series)

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Required Experience

- Strong organizational and communication skills
- High emotional intelligence and healthy interpersonal skills
- Nuanced understanding of digital communication strategies and social media platforms (specifically how to appropriately utilize each individually)
- Ability to interpret analytics and apply insights to improve strategy

Desired Skill Set

- Familiarity with various web tools such as Microsoft Teams, Canva, website management platforms (Clover, Ministry Designs), Planning Center online, ChatGPT, Nano Banana
- Basic understanding of visual branding and digital content workflows
- An awareness of Frontline's social media profiles with some history.
- Familiarity with Frontline's Mission, Vision, and G.R.O.W. initiative

Expected Hours

- Approximately 10 hours per week, primarily on-site; schedule coordinated with the Associate Pastor
- Attendance at Monday staff meetings (10:00–11:30) and monthly All Staff Meetings
- Occasional Sunday availability for special projects, as needed