



MISSION STATEMENT

Beachmont Christian Ministries exists to proclaim the good news that Jesus Christ came into the world to give spiritual life to all those who believe in Him.

Position Title: Communications Manager

Classification: Full Time 12-month

Base Hours: Standard camp hours, though times may vary with overall/seasonal schedule of events, activities and needs.

Department: Marketing & Communications

Reports To: Director of Marketing & Development

Effective Dates: Annually, January 1 – December 31

Purpose of the Role

The purpose of the Communications Manager is to oversee, coordinate, delegate (when appropriate) and execute all communications efforts on behalf of Beachmont.

Strategic Principles

Every staff member at Beachmont is expected to:

- Support and contribute to the overall organizational mission to honor God, share His love and serve others.
- Value the input we receive from our colleagues, seasonal staff, volunteers and visitors, and use it to enhance our collective efforts and experiences.
- Have fun! We work in a great environment, on a beautiful campus, with terrific people!

The Communications Manager will be someone who can effectively:

- Ensure that all communication efforts are carried out in a clear, proactive and consistent manner.
- Contribute directly to our mission and programming, with a priority focus on Day Camp, the Corn Maze, Teen Nights, Family Nights, development events, and other programs throughout the year.
- Strike a balance between “doing” and “delegating, when appropriate.

- Provide accurate and relevant research for strategic decisions related to Marketing & Communications.
- Utilize strategic problem-solving and effective prioritization skills.
- Work with an established knowledge of digital strategies to further enhance Beachmont's digital presence and storytelling capabilities.
- Apply a strong set of technical skills (see below) and carry out tasks directly.
- Create brand-compliant, engaging, and compelling content designed to tell stories, meet and inform users' needs, and drive social engagement.
- Design effective print materials, including but not limited to, general and event-specific brochures, signage, billboards, etc.
- Organize and execute specific photo and video shoots to enhance digital storytelling capabilities.
- Craft engaging and comprehensive communications plans to drive more effective engagement with Beachmont's programs.
- Utilize analytics to gain additional insights into the Beachmont audience and adapt messaging to reach the right audience, in the right way, at the right time, with the right information.

Key Responsibilities

- Overseeing content creation and dissemination across all of Beachmont's public-facing communications channels, including digital and traditional media. This would include:
 - The beachmont.org website, social media platforms, other digital marketing and e-news communications, signage, brochures, etc.
 - Creating and maintaining an up-to-date content calendar.
 - Reputation management and social media engagement.
 - Generating press releases and reaching out to more traditional media outlets.
- Supporting all marketing, annual and capital development efforts.
- Ensuring the Beachmont brand is clearly and consistently applied across all outputs and mediums including social media, website, printed materials, apparel, etc.
- Organizing and executing photography and videography shoots, and editing raw video into a finished product for dissemination.
- Managing the online storefront, and designing yearly and event-specific apparel.
- Staying up-to-date on the latest changes in digital marketing.
- Ensuring all external and internal communications are consistent with Beachmont's brand guidelines and standards.
- Creating, editing, ordering, and distributing print materials and signage for the organization, specific to programs, events, and needs.
- Coordinate related work tasks and content from staff, interns and volunteers.
- Ensure a professional look for all of Beachmont's communications.
- Creating and maintaining new document templates and process documentation.
- Managing, evaluating, and implementing the latest industry-standard communications platforms.
- Overseeing SMS texting communications to the public.

Position Requirements

- Minimum of 2 years of direct experience in Marketing and/or Communications
- Associate's Degree in Communications, Marketing or comparable field (Bachelor's/Master's Degree preferred but not required). Direct experience with tangible results will be considered in lieu of a degree.

- SEO and SEM experience. Ideal candidate will possess the ability to collect and analyze data and results to achieve maximum ROI in campaigns.
- Working knowledge of CRMs, social media sites, and social media management platforms (e.g. Hootsuite, Sendible, etc.).
- Exceptional written and verbal communication skills
- Exceptional digital literacy with the internet, social media, apps, smartphones and computers
- High level of attention to detail
- Highly relational and personable
 - Good face-to-face communication skills
 - Demonstrates exceptional non-verbal communication skills
 - Works well within a team and individually.
- Experience in Adobe Creative Suite, Final Cut, or other design, photo and video editing software.
- Ideal candidate would possess graphic design skills and abilities.
- Able to maintain complete confidentiality on time-sensitive matters
- Demonstrated ability to complete tasks and projects, with excellence, within tight deadlines.
- Experience with Google, Facebook, and other analytics tools, and examples of how such information has informed better decision-making.
- Experience with setting up and/or managing on-line purchasing apps and portals (i.e., EventBrite, e-tickets, direct purchases, etc.)
- Commitment to ongoing professional development.
- Completing other duties as assigned.

Preferred Software Knowledge

- Adobe Creative Cloud - InDesign, Illustrator, Photoshop
- Constant Contact or a comparable email automation tool
- Google Drive - Google Docs, Sheets, Slides
- Apple Pages, Keynote, Numbers
- Microsoft Office Suite
- Slack
- ProPresenter
- Sendible, Hootsuite, or similar social media management tool
- SlickText
- Email Signature Creator
- SurveyMonkey