



**SHEPHERD OF THE LAKE LUTHERAN CHURCH**  
OPEN HEARTS. OPEN MINDS. OPEN TABLE.

## **COMMUNICATIONS MANAGER**

Full Time 40 Hours/Week, including six Sundays per year

The Communications Manager is responsible for the management and implementation of internal and external communications at Shepherd of the Lake. The Manager operates proactively in a dynamic church environment where creativity, collaboration, and building connections are valued and essential to the growth of the church. The Manager helps the church community see and celebrate the work God is doing.

### **JOB RESPONSIBILITIES**

- Develop and maintain an annual budget
- Work with lead pastors to develop overall communication plans, processes, and tools to effectively communicate and propel the church forward
- Manage content, structure and user experience for the SOLLC and Shepherd's Flock websites to ensure accessibility, relevance, and effectiveness
- Facilitate search engine optimization (SEO) and search engine marketing (SEM)
- Help support the social media strategy including coordination of posts, imagery, and videos
- Be the liaison between departments to brainstorm, script, and review promotional videos
- Work with the congregation, staff and outside vendors to create a professional and brand-building magazine twice a year
- Create, develop and distribute all print and electronic collateral including, but not limited to, church announcements, emails, newsletters, brochures, website copy, annual meeting information packets
- Manage weekly communication needs for Sunday services: slides, video announcements, key messaging, signage, etc.
- Along with the Applications Coordinator, manage Trello, the tool currently used for communication project management
- Edit, proof-read and review all communications, adhering to grammatical and SOLLC branding standards
- Manage the Applications Coordinator

### **REQUIREMENTS**

- Bachelor's degree in communications, marketing, English or related field
- At least 4 years of experience in marketing, strategic communications, or public relations, preferably in the nonprofit sector
- Experience in website design and/or content management, particularly WIX
- Knowledge of Google analytics and Google ads
- Strong project management and organizational skills
- Self-starter and ability to self-direct
- Strong verbal and written communication skills
- Experience with photography, videography, graphics, and print production equipment.
- Values team input and a collaborate work environment

All interested applicants, please email your resume to [shannonhoffmann@solc.org](mailto:shannonhoffmann@solc.org)