



**FAIRLAWN**

Connect with what matters in life.

**Position: Communications and Events Manager (CM)**

**Fairlawn Avenue United Church**

**Reports to:** Executive Director

**Evaluated by:** Executive Director & Senior Minister, with input from members of the Fairlawn Governing Council

**Type:** Full-time (40 hours/week – some evening/weekend work may be required)

**Term:** 2-year contract position, subject to renewal

**Support:** This position will be supported in part by our Church Administrator and will work closely with our Lay Ministry Support/Children and Youth Coordinator as appropriate for communications and events.

**About Fairlawn**

Fairlawn Avenue United Church (FAUC) celebrated its 100<sup>th</sup> anniversary in 2015. We have a rich and proud history of being a passionate and active congregation with exceptional offerings to our congregation and the broader community.

We underwent a strategic planning process in 2013-2014 and launched a plan known as *The Fairlawn Call* with a Mission to help people *Connect with what matters in life by Exploring Spirituality, Experiencing Belonging and Embracing Action*. Our Vision is to be a welcoming, vibrant church community. In 2019, we will be conducting third party research to assist us in better understanding unmet needs within the congregation and our community.

The Fairlawn office is a fast-paced environment where staff provide ongoing support to a committed group of active volunteers. The role of our staff team is to equip and enable our congregation to live out their mission, providing support as necessary.

**The Position**

This is an ideal position for a multi-tasker, someone who has exceptional relationship building skills, who has refined their ability to translate day-to-day information into a comprehensive narrative. We are seeking a story-teller, someone who can help us tell our story to our congregation as well as the broader community in print, social media and expressed through events.

With several initiatives underway (including research, listening projects, and ongoing feedback), we are seeking an individual who can:

- help to identify, segment and subsequently relay information to our congregation via customized e-blasts based on personal preferences;

- help us to identify, segment and subsequently communicate our story to our congregation and the broader community using vehicles such as social media, quarterly newsletter, and other external marketing initiatives.

This position carries out projects as delegated by the Minister and ED, mainly in the areas of communications and events, with the express purposes of improving:

- how we communicate (narrative)
- when we communicate (frequency based on individual preference)
- what we communicate (content-type based on individual preference).

All with a focus on increasing awareness of Fairlawn Avenue's value proposition to encourage engagement. This position will work closely with staff and internal stakeholders, acting as the *hub of the wheel* for all of Fairlawn's communications.

The CM will:

- Coordinate all aspects of creative development, production, and distribution of internal and external communications and marketing materials;
- Set, communicate and maintain project timelines and priorities – including the management of an annual calendar of activities;
- Create, curate, coordinate and manage all online/offline published content (images, video and written);
- Analyze, review, and report on effectiveness of campaigns to maximize results;
- Meet as needed with Church Councils focused on our Mission areas (Explore Spirituality, Experience Belonging and Embrace Action) to ascertain needs;
- Foster relationships with staff, congregation members, volunteers and the community as needed;
- Participate in setting the communications budget and ensure that activities are accomplished within the agreed budget; and
- Assist in ad hoc assignments and administrative tasks as required.

Four key areas of activity are:

### **1. Communications**

- Create and maintain an events calendar for print promotions
  - gather input from lay leaders, Minister and ED on events and initiatives
  - support promotional requests submitted via the online Advertising Request form
- Create print promotional materials
  - discuss recommended approaches and channels with the ED and with input from Church Councils (Explore Spirituality, Experience Belonging and Embrace Action)
  - create copy and suggest visual treatment for specific promotions
    - liaise with external designer to produce *The Fairlawn Connection*, an 8-page newsletter published 3x/year, and for other major advertising

- venues (e.g. A-frames, back-page ad for *The Fairlawn Connection*, lawn signs and brochures)
    - design posters and flyers to promote Fairlawn activities, using an online template and sourcing free online visuals
      - integrate print and online promotions to ensure consistent messaging
      - coordinate the distribution of all print materials
      - ensure all promotions reflect the Fairlawn brand
- Support the Annual Stewardship Campaign
  - Develop and produce package components, manage distribution of campaign
  - Work with the Finance Committee to create reports and targeted messaging as needed
- Internal Communication Materials
  - Coordinate information with the congregation for the weekly development and distribution of 'Greetings', our weekly bulletin.
  - Coordinate information with the presiding Minister in the weekly development of Sunday Service slides using Easy Worship presentation software, as well as the bulletin produced for these sermons.

## **2. Event Leadership**

- Work with volunteer committees and support them in the exceptional delivery of 'green' events with the goal of engaging the congregation and broader community. Including but not limited to the following:
  - Create promotional materials and handle logistics (e.g. equipment rentals, guest speakers, etc.)
  - Provide feedback and reports to key stakeholders
  - Maintain and update website content for event programming
  - Provide social media recommendations for promoting events
  - Support volunteer committees with event registration (e.g. Eventbrite e-vites)
  - Ensure compliance with insurance, legal and health and safety obligations
  - Provide on-the-day event support and pre/post evaluations
  - Direct volunteers as needed

## **3. Database management**

- Become proficient with and manage our database software, Fellowship One
- Distribute weekly and other ad hoc communications via Fellowship One
- Design effective reports, analyze and present data useful to our planning
- Establish queries and reporting that allow for segmentation and customized communications
- Train volunteers on how to best use the system to support congregational needs

## **4. Online development**

- Create social media content
  - create an online publishing schedule and editorial calendar

- administer/create and publish strategic, original, high-quality digital content (for Facebook, Twitter, Instagram, YouTube, etc.)
- oversee design of online products (e.g. Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, blog, etc.)
- Monitor social media activity
  - moderate Fairlawn’s online presence, reviewing user posts and responding/following up as appropriate
  - delete messages deemed offensive or inappropriate
  - advocate for the Fairlawn brand in social media spaces, engaging in dialogue to encourage the development of an online community
- Create online promotions
  - create digital versions of print ads and share through congregational e-mail networks and social media platforms
- Social Media Support
  - measure the impact of social media campaigns against ‘best practice’ benchmarks
  - translate anecdotal or qualitative data into recommendations and plans
- Liaise with Webmaster
  - ensure communications and event materials are posted in a timely manner
  - review site, with the Webmaster, for optimal organization and usability
  - provide back-up support to Webmaster as needed
- Encourage the congregation to participate in social media
  - Respond to and educate congregational users
  - encourage others to promote Fairlawn activities online and raise awareness of the Fairlawn brand

### **Qualifications and Experience**

- Degree/diploma in communications, marketing or a related field, and/or relevant work experience;
- Proven project management skills with experience managing both traditional and digital marketing programs; print production and event experience are assets;
- An understanding of social media platforms and online marketing, including content development, publishing, SEO, SEM, and Google Analytics;
- Effective organizational skills to deliver projects on time and on budget;
- Strategic and analytical skills to generate insights and actionable recommendations;
- Team player with ability to work at both a strategic and executional level;
- Exceptional writing and storytelling skills; video experience is an asset;
- Strong interpersonal skills and demonstrated ability to build relationships with colleagues, volunteers, vendors, community members and other stakeholders;
- Proficient with technology, including MS Office, MS Excel, MS PowerPoint, MS Publisher, WordPress and social media management platforms (e.g. Hootsuite);
- Experience using databases and performing general data segmentation;

- Previous experience working within a church or non-profit environment would be ideal.

**Remuneration:**

An annual salary \$50,000 - \$55,000 per year (depending on experience) plus participation in the United Church benefit program and pension. There will be a three-month probationary period and a vulnerable sector police records check will be required.

**How to Apply**

After reviewing the job description, please submit your resume with an accompanying cover letter summarizing how your previous work experience relates to the four areas of responsibility outlined in the description, as well as 2-3 samples of your writing as it has appeared in the public sphere (newsletters, online content, etc...).

Kindly submit your application with the subject line: Communications & Events Manager to [admin@fairlawnavenueunited.ca](mailto:admin@fairlawnavenueunited.ca)

The application deadline is Friday, August 2, 2019. We thank all those who apply. Only suitable candidates will be contacted. No phone calls, please.