

# **Grace UMC, Harrisburg**

## **Community Engagement Manager**

### **Job Description**

#### **PURPOSE & GENERAL EXPECTATIONS:**

The Community Engagement Manager at Grace United Methodist Church will directly report to the Pastor and work with the Church Operations Manager and Grace Intern to develop strategies and partnerships both in person and online that grow Grace's vitality in engaging with the wider community. The Community Engagement Manager will intentionally work to create and develop new and growing community partnerships. They will create and distribute attention-drawing stories reflecting the mission, vision and values of the congregation. They will use their creative abilities to develop and implement social media strategies, website design, and programming that engages new audiences and helps attract new people to connect with the church. The Community Engagement Manager will have excellent writing skills and an in-depth knowledge of social media marketing practices. They will be expected to work independently on most of their projects.

#### **REQUIRED SKILLS:**

Be proficient in word processing software and other content producing systems, including MS Word, Apple Pages and Canva. Have a working knowledge of social media analytics and be able to create targeted ads to run on social media sites. This includes Facebook Insights, Google Analytics and Twitter Analytics to track audience engagement. Be able to work independently, meet strict deadlines, and be comfortable working with persons who may not be familiar with the level of technology used by the church.

#### **RESPONSIBILITIES:**

- Works respectfully as a member of a team with other church staff, congregants, and community members in a way that will provide support for the team while helping to meet the goals and fulfill the vision and mission of the church.
- Manages the church's website and social media accounts, focusing on growth and outreach of current accounts (Facebook and Instagram) through creating and managing a working, ongoing social media calendar.
- Applies an in-depth knowledge of social media and content distribution platforms, including Facebook, Instagram, MailChimp, Canva and Survey Monkey.
- Develops compelling content to engage audiences and assists in increasing awareness of Grace United Methodist Church. This includes photography and creating and editing short-form videos.

- Designs, assembles, prepares, and disburses regular print newsletters, flyers, brochures, posters, logos, and other branded tangible and online materials for events and programs at the request of the Pastor and Church Operations Manager.
- Works together with the Grace UMC Intern to make phone calls, send emails, and texts, as requested by the Pastor and Church Operations Manager, to make connections with other community organizations to develop partnerships.
- Schedules strategic meetings, takes notes, and tracks the progress of partnerships.
- Designs and prepares a quarterly church newsletter.
- Brainstorms in conversation with the Grace Intern, Pastor, and Church Operations Manager and creates events that intentionally serve the local community and expand Grace's inclusive witness.
- Serves on the planning and implementation team for Grace's annual Pride Festival presence.
- Assists with church hospitality at church/community events.
- Is encouraged to develop professionally, when possible, by attending appropriate workshops and work-related educational events.
- Performs other duties as assigned by the Pastor and/or Leadership Council. Is expected to prioritize conflicting assignments, in consultation with the Pastor(s).

**Physical Dynamics of Position:**

- Able to work for extended periods of time at a computer.
- Able to bend, reach, and lift moderate amounts of weight.

*All Grace UMC staff must submit a PA State Police Criminal History Report, a PA Department of Human Services Certification, and an FBI Criminal History Report Check showing no reportable incidents. See the full Safe Sanctuaries Policy for details.*