

## Regional Communications Manager

### Field Ministries

#### Position Description

Supervised by: Regional Director, Associate or Assistant Regional Director

Status: Exempt

Location: Remote

**To advance the purpose of InterVarsity, this position will** create, organize and manage external regional communications, especially the region's online presence, with a view towards increasing our reach, engagement and relationships with students, alumni, ministry partners and potential ministry partners.

#### MAJOR RESPONSIBILITIES

##### Personal:

- Be a maturing disciple of Jesus Christ: growing in love for God, God's Word, God's people of every ethnicity and culture, and God's purposes in the world
- Maintaining spiritual disciplines for personal and ministry growth
- Modeling wisdom and maturity in the balance of family, church, and ministry life

##### Communication & Brand Management

- Oversight for the regional communications strategy for websites, social media, email campaigns, and any other online, mobile, or print publishing mediums
- Manage end-to-end editorial production, including determining content needs, maintaining content inventory and editorial calendars, defining content scope and requirements, editing and proofreading, uploading and formatting content, and measuring analytics
- Work with staff teams and volunteers to create content, storytelling, compelling campaigns, communication strategies, and to manage regional communication projects
- Identify new opportunities, and develop solutions to overcome challenges, to effective communication with key stakeholders
- Ensure message quality, format and content meet the stated objectives and are consistent with strategy and communication guidelines
- Work with external marketing vendors
- Learn, coordinate with regional leadership, and assist with the development of internal communications and processes
- Develop budgets, annual plans, and progress reports
- Continuously evaluate communications platforms, Initiatives, and strategies for effectiveness and desired outcome

##### Maintain technical and professional growth and development:

- Stay current with computer programs InterVarsity uses to support the above functions
- Attend workshops and classes as necessary

##### Ministry Partner Development:

- Raise an annual budget of funding for the ministry as agreed upon with your supervisor
- Form a team of ministry partners that will regularly pray for you and the ministry work in the region
- Communicate regularly with current and potential donors, churches, prayer support team members, friends, and family regarding ministry with InterVarsity

#### KNOWLEDGE/SKILLS/ABILITIES

- Excellent communication and project management skills
- Strong social media and web communications strategies and skills
- Basic understanding of online marketing and brand promotion
- Ability to work with web design, development, and content management systems

- Ability to take charge of tasks and work independently without close supervision
- Ability to develop procedures for doing work
- Ability to work under the pressure of deadlines
- Open to learn new concepts, methods, and skills

#### **QUALIFICATIONS**

- Annually affirm InterVarsity's Statement of Faith
- Bachelor's degree in communications, English or related field is required
- One year of experience with communications responsibilities (internal or external) required; two or more years strongly desired
- Working knowledge of current Microsoft software applications (Word, Access, Excel, and PowerPoint)
- Demonstrated ability and commitment to work in a diverse team environment

## InterVarsity Christian Fellowship/USA

### Frame of Reference

All staff members subscribe annually to the Purpose Statement of InterVarsity:

In response to God's love, grace and truth:  
The purpose of InterVarsity Christian Fellowship/USA is  
to establish and advance at colleges and universities  
witnessing communities of students and faculty  
who follow Jesus as Savior and Lord:  
growing in love for God,  
God's Word,  
God's people of every ethnicity and culture  
and God's purposes in the world.

This purpose is admittedly more limited than the Great Commission. As a mission extension of the local church, we have adopted boundaries on our activities based on our call to serve a defined group of God's people. Within the context of InterVarsity's purpose, all of the relationships and tasks that staff members engage in as part of their work for InterVarsity have both eternal and temporal components.

### Values:

InterVarsity is committed to developing men and women from diverse cultures, backgrounds, and generations, whom God calls to work with us for both shorter and longer periods of service, as we pursue the call of God in the university world.

### Maturing Disciple of Jesus Christ:

Every InterVarsity staff member is to be a maturing disciple of the Lord Jesus Christ, growing in obedience to the Scriptures. The marks of a long-term love relationship with Christ in the fullness of His Spirit are described in Galatians 5:22: "The fruit of the Spirit is love, joy, peace, patience, kindness, goodness, faithfulness, gentleness and self control." In the workplace, this fruit is revealed in healthy working relationships which encourage all staff to accomplish their work and enhance their focus on the spiritual aspects of their work.

### Team Work:

Each individual staff person is a vital member of Christ's body. This means that we will work with one another in ways that honor and encourage all to grow in Christ while accomplishing His work. Our community requires that each individual serve as a team member in a collegial and open environment based on values, relationships, and vision as well as structure and position.

InterVarsity staff, both employees and volunteers, commit to serve God and all InterVarsity colleagues, students, and partners, with sensitivity to both the eternal and temporal dimensions of our work. "Whatever your task, work heartily, as serving the Lord." (Colossians 3:23a)