



Community & Content Manager - Job Description

WorkLight is a redefining of a ministry that has been positively impacting lives for nearly 40 years. Formerly known as Christians in Commerce, we are transforming the way we reach and support Christians in the workplace. This engagement-centered endeavor includes a new brand, enhanced content, additional media channels, on demand resources, and innovation toward younger and more diverse audiences.

Job Overview

The Community & Content Manager is responsible for supporting growth in quality and quantity of stakeholders and stories. This includes creating and working with content providers to prioritize and develop mission-aligned resources for various channels of communications (email, social media, blog, podcasts, videos, etc.). They will also support organization-wide growth with a focus on campaigns, engagement, and storytelling across communications, program, fundraising, and operations. This role is a “keeper of the flame” of WorkLight’s missional calling to storytelling and in terms of management, organization, project, and administrative support.

Reporting structure

The Community & Content Manager will report to the President, lead the WorkLight Communications Committee and Editorial Board, and work closely with the Program Committee and Fundraising Committee. This role will oversee volunteers, consultants, and mentor part-time staff.

Responsibilities Include:

Communications (40%)

- Manage content and coordinate content calendar, aligned with campaigns happening across departments (communications, programs, and fundraising)
- Prioritize and develop content based on performance and impact, while eliminating non-productive communications elements.
- Find content creators/volunteers, create content, design and update calendars for communication resources (I.e. Spark daily reflections, Nine to Five Podcasts, story video resources, and a monthly publication, etc.)
- Create content, messaging, and campaign promotion for the organization
- Create content and posts for social media (Facebook, Twitter, Instagram, and LinkedIn)
- Manage activity and coordinate editorial calendar for social media channels
- Oversee external facing communications and resources to audience, participants and donors, including direct mails, guides/toolkits, and email campaigns

Programs & Events (30%)

- Support planning and facilitation for events hosted by the WorkLight Home Office.



- Oversee all event and campaign promotions, creating timelines, planning documents and content leveraging all communication channels.
- Assist in the coordination of national and regional delivery of programs such as WorkLight StoryNight events, Working for our Father series workshops, Annual Conference, and WorkLight Small Groups.
- Create and promote content to support programs and events.
- Maintain data collection and tracking for all programs and events

Operations (20%)

- Culture builder and leader including onboarding, annual reviews, social activities, internal communications, shared calendar, staff meetings, team building, etc.
- Receive and respond to incoming inquiries, calls, texts, mail and correspondence to the MN Home Office directing them to the appropriate department/staff person or processing accordingly (e-mail, mail, checks/donations, packages, etc.)
- Manage relevant staff, admin, and consultants to ensure efficiency and performance.
- Ensure compliance and build sustainable organizational infrastructure across operations, data/CRM, record-keeping, finance, and human resources.
- Update, organize, and maintain digital and physical organization-wide filing systems
- Maintain and periodically review organization-wide vendor and consultant relationships
- Track and maintain stocks of supplies, re-ordering in advance to avoid any delays
- Any and all responsibilities or projects deemed to be appropriate by the President

Fundraising (10%)

- Create content (marketing, solicitations, outreach, updates) for fundraising campaigns.
- Process donations, pledges and update donor records into the Bloomerang database.
- Process thank you letters monthly and year-end tax receipts.

Required Qualifications

- Solid Christian commitment and support of the WorkLight mission, vision, and values
- Strong, well-formed Christian faith and a foundational knowledge of the theology of work
- Outstanding written and verbal communications skills for both internal and external purposes
- Bachelor degree in related field (communications, business, etc.) and 3+ years of experience
- Capacity to generate and operationalize strategic documents, frameworks, and campaigns
- Track record of creating and sticking to timelines and outcomes in managing detailed projects
- Experience identifying and producing powerful stories in multiple formats

Key Knowledge and Skills

- Entrepreneurial and creative problem solving - generating clarity in the face of ambiguity
- Knowledge of issues relating to faith and business
- Past experience supporting healthy growing teams
- Communications, program, events, fundraising, operations, and generalist skills
- Confidence in communicating to a variety of ages, backgrounds, vocations, and beliefs
- Ability to create plans and deliver outcomes in the face of inbound distractions
- Eager to serve and work collaboratively with others
- Passion and capacity for supporting business growth while acting as steward of team culture



I hereby agree to the above job description.

Becki Lonquist _____ Date: _____

Wesley Farrow

Date: 08/02/2021