



DIRECTOR OF COMMUNICATION

JOB DESCRIPTION

ACCOUNTABILITY: Reports to the Business Manager

HOURS: Full-time (Exempt)

GENERAL SUMMARY: Manages all internal and external communication and marketing direction and support for the Parish Community. Manages parish communication through multiple social media platforms. This incumbent directs these efforts with technical expertise within a framework of shared ministry and Catholic values.

PRIMARY DUTIES AND RESPONSIBILITIES

Communication Platforms

- ❖ Pulpit announcements
 - Working with all directors and clergy, to create a weekly notice page for lectors/priests, to consist of after-Mass announcements/sharings (to take place after the final blessing and dismissal and before the closing song)
- ❖ Email
 - Weekly email blast through Mailchimp
- ❖ Signage
 - Maintain or delegate upkeep of bulletin boards and display spaces (inside and outside, office and church)
 - Create and/or manage wayfinding signage across campus
- ❖ Website
 - Maintain website in Word Press and encourage staff to update pages regularly if applicable
- ❖ Social Media
 - Facebook: make connections with the parish's over 1700 followers through both inspirational and informative posts (i.e. inspirational daily reading quotes and informative upcoming events)
 - Instagram: post or identify those who can post regularly to keep the STA presence active
 - Post and Monitor Social media Platforms.
- ❖ Print resources
 - Work with ministry staff to create & maintain print resources such as worship aids, Mass guides, welcome cards, STA newcomer booklet, nametags, staff lists/bios, etc.
 - Responsible for production of the Annual Report, Parish Directories, other special mailings
 - Responsible for bulletin design and/or oversee design and content

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- Connect with ministry directors in a timely way for bulletin submissions as well as review before sending to printer.
- Be the vendor manager for all print jobs that are outsourced using a few preferred printers
- When necessary, create fliers
- ❖ Live Streaming
 - Oversee technology and liaise with livestream vendor should issues arise. Set up and livestream remotely in an online schedule system both 9:30 and 11:30 Masses each week. Also livestream other special events upon request, some weddings and funerals at parishioner request
- ❖ Zoom Meetings / Conferencing Systems
 - Help volunteers and employees set up parish Zoom procedures and conferencing equipment (training staff on equipment and assisting as necessary)

Marketing

- ❖ Develop all marketing materials (i.e. flyers, graphics, posters, letters, videos, etc.) for parish communication (upcoming events, parish updates, etc.); empower staff who desire to create their own marketing materials
- ❖ School Marketing
 - Help keep the website updated and advertise school events

Public Relations

- ❖ Gain media coverage for newsworthy events (Catholic and secular) via radio or print
- ❖ In social posts, keep awareness of marketing both to the local parish community and the outward community.
- ❖ Regularly review communication platforms of local parishes and dioceses for opportunities of interest to ministry leaders, pastors, and community.
- ❖ Communicate with other churches, the Diocese, and Faith Magazine on our events that have wide appeal to others outside of St. Thomas.

Stewardship/Development

- ❖ Work with Business Manager on donation campaigns, including large paper mailings and messages across all platforms.

Ministry

- ❖ Envision and propose opportunities for evangelization, discipleship, ministry, and connection on digital platforms
- ❖ Work closely with evangelization director and other ministry leaders
- ❖ In absence of technology coordinator, train/coach other ministry leaders in use of technology for mission
- ❖ Collaborate with ministry leaders on long-term planning, with particular attention to developing a yearly communications calendar

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- ❖ Working with other staff members, develop consistent deadlines for promotion allowing for a process of review before release whenever possible; also devise a strategy for triaging use of promotional space, both physical and digital
- ❖ Provide regular opportunities for staff to participate on communications platforms (Instagram takeovers, Facebook Live, etc.)

Staff Duties

- ❖ Collaborate with church scheduler in oversight of the “Event/Communications Request Form” and ensure smooth implementation of the process; watch for potential conflicts (i.e. scheduling overlap)
- ❖ Attend staff meetings
 - Monthly staff meeting
 - Weekly ministry meeting
 - Weekly Senior Leadership Team meeting
 - Weekly Liturgy Team meeting
 - Weekly facilities meeting
 - Attendance at morning prayer, staff retreats, development days as possible

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KNOWLEDGE, SKILLS, AND ABILITIES

Education

Bachelor's degree in communications, marketing, social media management, and/or journalism preferred; experience in theology and/or ministry

Skills

- Experience in the execution of social media strategies for a company or organization on platforms including but not limited to Facebook, Instagram, and Youtube
- Proficiency in a wide variety of platforms including but not limited to: WordPress, G Suite, Microsoft Suite (particularly Publisher), video editing software; Canva, Mailchimp,
- Experience with or ability to learn web management
- Ability to work in complex and detail-oriented environments
- Ability to work in vagueness and ambiguity
- Ability to effectively communicate both written and orally
- Diocesan Safe Environment Training as required by the Diocese
- Adherence to Catholic Church vision, teachings, structure and policies

Character

- Have a heart for ministry, faith formation, and the mission of the Catholic Church
- Dependability, punctuality, efficiency, and confidentiality
- Good organizational skills with an ability to assist in the handling of many different projects at the same time from many other people including employees, volunteers, and people outside of the church community
- Ability to work well with a team and resolve conflict
- Ability to receive direction and input from supervisors/mentors/peers
- Flexibility