

**Florida Conference of Catholic Bishops /  
Florida Catholic Conference**  
POSITION DESCRIPTION

## **Communications Specialist**

### **I. General**

The Communications Specialist works closely with and at the direction of the Associate Director for Communications to properly communicate the teachings of the Catholic Church and public policy positions of the Conference, build meaningful connections and encourage community members to take action. The position supports all communications activities and provides assistance with special events and projects. It calls for an innovative self-starter who is detail-oriented. The Communications Specialist must be tech-savvy, have a good eye for design and be able to communicate effectively both verbally and in writing.

### **II. Social Media, Website and Online Communications**

- a. Create, publish and share pertinent social media content
- b. Moderate social media accounts, answer questions and engage in dialogue where appropriate
- c. Maintain FCCB and FCC websites ensuring content is current and sites are fully functional
- d. Assist with preparation of electronic communications and administration of the Florida Catholic Advocacy Network (FLCAN) utilizing online grassroots advocacy platform
- e. Monitor and analyze key metrics and performance indicators; keep informed of trends and best practices

### **III. Promotional and Educational Materials**

- a. Assist with design and development of electronic and printed brochures and reports, event graphics and materials, and audio/visual productions
- b. Record and edit FCCB podcast
- c. Draft and edit FCC/FCCB press releases, e-updates and action alerts

### **IV. Special Project Support and Other Duties**

- a. Assist with planning and preparation for special events and projects, e.g. Catholic Days at the Capitol
- b. Monitor press conferences, special events and legislative meetings in person or remotely, when deemed necessary
- c. Maintain log of media mentions
- d. All other duties as assigned

### **V. Knowledge of Church Activities and Areas of Interest**

- a. Develop and maintain a working knowledge of the activities and positions of the Conference on pertinent public policy issues
- b. Develop and maintain a knowledge of Catholic social teachings
- c. Develop and maintain familiarity with the legislative process

## **VI. Qualifications and Skills**

- a. 2-3 years of experience in a communications office or performing communications functions, i.e. graphic design, social media and website management
- b. Training or experience in communications, graphic arts, marketing or related field; Bachelor's degree preferred
- c. Knowledge of various computer programs and platforms, including website content management, newsletter/advocacy network, MS Office and Adobe Creative Cloud
- d. Excellent graphic design skills
- e. Good grammar and proof-reading skills
- f. Bilingual (English/Spanish) a plus