

The Cities of God

Communications Director

Job Description

PARISH:	Parish Grouping 444 The Cities of God
OFFICE:	St. Ferdinand Parish (Cranberry Township) St Gregory Parish (Zelienople) Holy Redeemer Parish (Ellwood City)
FLSA Status:	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt

JOB TITLE:	Communications Director	
NAME :	Click here to enter text.	DATE: Click here to enter a date.

Pay Grade: Exempt

Days/Week: Mon - Fri
Office Hours -
8:30am - 5:00pm

Reports to: Pastor/Administrator

Minimum Qualifications:

EDUCATION:	Bachelor of Arts or equivalent certification in Communications, Digital Media, or related field.
EXPERIENCE:	Minimum of two (2) years' experience in related Communications field, including digital media, preferably in non-profit setting; Experience in catechizing or teaching religion (i.e. as a religion teacher in an elementary or secondary school) or as a catechist in a parish faith formation program; Experience with evangelization and disciple-making is an essential.
KNOWLEDGE/SKILLS:	<ul style="list-style-type: none"> • Practicing Catholic, faithful to the Magisterium, and in good standing with the Catholic Church; • Successful completion of the Diocesan Safe Environment process; • Excellent interpersonal, verbal, and written communication skills; • Proficient in Microsoft Office Business Suite (Word, Excel, Outlook, Access, and PowerPoint, etc.); and traditional and innovative communication technology; ability to manage mobile devices, willing to learn new software and programs; • Ability to work well under minimal supervision; • Capacity to take direction; • Strong attention to detail; • Knowledge of social media trends, web trends, and digital media analytics; • Digital video production; • Relationship management skills are required; • Able to travel to Diocesan and parish sites as required.

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SUMMARY OF JOB:	Be a primary instrument of evangelization for the Parish. Provides oversight of the parish’s print and digital media by developing strategies for its effective use and by forming others to utilize print and digital media effectively for the purpose of a stronger print and digital presence for the parish. The Communications Director will further our parish’s purpose and vision by promoting its ministries, programs, and events to the parish, the diocese, and the wider community through a variety of communication channels, print and electronic, working with the support of other professional staff, various parishioner committees, Pastor/Administrator and Pastoral Council.
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ROUTINE DUTIES AND RESPONSIBILITIES:	<ul style="list-style-type: none"> • Develop Parish wide communications and branding strategy for daily use and special projects in electronic and print publications. • Daily, work with colleagues to elicit ideas for content, and collaborate with all department heads on the ongoing development and execution of social media/marketing strategies. • Facilitating the publication of the Parish’s weekly bulletin, and any and all other print media. • Take responsibility for ensuring the facilitation of live streaming weekend liturgies and other events as necessary (and perhaps live stream themselves in case of necessity). • Maintain and update parish web presence, daily posting of reflections, Masses, and other liturgical events. • Manage the parish’s utilization of the multiple means of digital and print communication (web, bulletin, newsletter, and social media). • Post weekly clergy homilies to website. • Set digital marketing strategies using all necessary tools (e.g. website, emails, social media, and blogs). This includes (though not exhaustive) the following tasks: <ul style="list-style-type: none"> ❖ Optimizing website communications, keeping website events and information up to date. ❖ Governing all church communications, print, digital, verbal. ❖ Developing and facilitating a strategy for social media channels. ❖ Overseeing church platforms like a blog, social media, podcast, and or church app. ❖ Manage the use of creation of design assets. ❖ Post & Monitor interactions of Facebook, YouTube, and other interactive digital platforms, this includes: <ul style="list-style-type: none"> ▪ Standardizing processes for responding to inquiries, complaints, and other interactions. ▪ Assisting in compiling reports on trends across all media use within the parish.
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	<ul style="list-style-type: none"> ❖ Create and manage master communications calendar to ensure efficient and harmonious message dissemination. ❖ Lead Public Relations effort to proactively place stories and gain media coverage for newsworthy events. ❖ Prepare and manage a communications budget. ❖ Manage parish marketing activities. ❖ Develop and improve the promotion of parish tithing as a Monitor Christian way of life. ❖ Produce, in collaboration with staff and ministry leaders, proactive communications to key local and diocesan audiences. ❖ Work collaboratively with Pastor, Clergy Team, staff, and ministries to keep content current, fresh and a tool for evangelization. ❖ Collaborate with Audio Visual Technicians support for effective communications. ❖ Research products, services, and current strategies to identify new opportunities to evangelize through digital media. • Analyze web traffic metrics and suggest solutions to boost web presence. • Monitor Search Engine Optimization (SEO)/Search Engine Marketing (SEM) metrics to forecast trends. • Build strong clients relationships through social media interaction. • Keep up-to-date with the parish audience’s preferences and proactively suggest new campaigns. • Coordinate with other parish ministry teams to optimize customer experience and ensure brand consistency on parish website. • Establish best practices in digital marketing. • Stay up-to-date with digital technologies developments.
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OTHER DUTIES:	<ul style="list-style-type: none"> • Additional responsibilities as assigned. • Signing an Acknowledgement of this job description upon acceptance of an offer of, and as a condition to, employment providing that the employee has read, understands and agrees to the requirements set forth in the job description. • Agreeing to and signing the standard Pastoral Conduct Manual and the attached document, containing what is commonly referred to as the Cardinal’s Clause, upon acceptance of an offer of, and as a condition to, employment with the Parish.
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