

Director of Communications

South 8 Family of Parishes

Cincinnati, OH

JOB DESCRIPTION

The Parish Family of Our Lord Christ the King Church/Cardinal Pacelli School, St. Stephen, St. Rose and Holy Cross-Immaculata is looking for a passionate, Catholic communications professional to serve as the new Marketing & Communications Director. This position will work closely with the pastors, business manager, parish staff, and volunteers to create digital and print communications that keep our parish community connected and thriving.

To apply, please send a resume and cover letter to worley_r@olctk.org

I. IDENTIFYING INFORMATION

Position Title: Director of Communications

Status: Full-time, Exempt, 12 months

Reports to: Pastors & Business Manager

Manages Communications Interns

II. DUTIES AND RESPONSIBILITIES

- Work with the Pastors to build communications plans for the Parish Family, giving input on what to communicate, what new or existing channels to prioritize, and bring new ideas and constructive criticism to the table.
 - Organize and integrate the diverse communications efforts of all parishes as they become one parish family.
 - Develop and manage content on social media, website, weekly newsletter/connector, and bulletins to ensure an accurate, creative, and consistent tone, look, and delivery.
 - Coordinate with the business manager, parish staff, and ministries to engage various church groups and publicize events.
- Design for print and digital communications including bulletins, newsletters, website, email, social media, video, and other documents as needed.
 - Gather and organize updates from parish staff and ministers to prepare weekly bulletins for all parishes.
 - Update and oversee the parish websites, create compelling up-to-date content, maintain its photo gallery, upload media, create online forms, and ensure the integrity of links.
 - Regularly manage and maintain consistent and engaging social media presence, including Instagram, Facebook, Twitter, and Youtube.

- Build good public relations through use of media.
 - Work collaboratively with the staff, parish council, and parish ministries to provide support for parish stewardship efforts.
 - Proactively work to maintain an effective presence on the web including accurate up-to-date content on search engines.
 - Coordinate public relations with organizations outside of the Parish Family.
- Oversee Livestream Efforts for the Parish Family
 - Improve the production of live-stream Masses at by using available video equipment to its greatest effect.
 - Oversee the production of speaker-events to ensure a high-quality viewing experience and publish events to the Parish Family YouTube channel.
 - Produce video content that promotes internal parish engagement as well as engagement from the wider community.
 - Coordinate and train volunteers to assist with live-streaming and be available to step in yourself as needed, including on weekends.

III. JOB QUALIFICATIONS

- Bachelor's degree or equivalent focused industry experience in visual/media communications.
- Strong written and verbal skills.
- Ability to communicate effectively and respectfully with a wide range of people of different ages, backgrounds, and cultures.
- Strong graphic design and creative skills.
- Highly organized and driven, with ability to manage multiple projects and details without supervision.
- Ability to identify and quickly become proficient with tools that best connect us with our parish communities, as well as legacy tools. These include:
 - Photo / video equipment
 - Video editing software
 - Adobe
 - In Design
 - Google Workspace Apps
 - Microsoft Office 365
 - Email marketing tools
 - Document publishing software
 - Social media
- Drive to explore and apply new/improved ways of marketing and communications.

IV. HOURS AND COMPENSATION

- Competitive salary, commensurate with experience.
- Excellent benefits including health insurance and employer funded 401K.
- You may be asked to work on weekends or evenings to assist with the marketing of specific events.

V. WORKING ENVIRONMENT

- You will visit and communicate with all Parishes within the family to develop and maintain communications and marketing tools.

Employees of the Parish Family will have knowledge of the Catholic faith, a willingness to work for a Catholic, faith-based agency and adhere to the policies of the South 8 family of Parishes. Employees will not publicly oppose the teachings of the Catholic faith nor publicly advocate for any position in conflict with Catholic teaching, or the specific positions of the Archdiocese of Cincinnati or the United States Conference of Catholic Bishops. This requirement includes any public speech, demonstration or writing, including the use of social media or other digital technologies.

Updated May 24, 2023