



GLENMARY

HOME MISSIONERS

P.O. Box 465618 513.874.8900 phone
Cincinnati, OH 513.874.1690 fax
45246-5618 info@glenmary.org

About Glenmary Home Missioners

Glenmary Home Missioners (Glenmary) founded in 1939, is a society of priests and brothers who, alongside lay coworkers, serve the spiritual and material needs of people in rural parts of the United States. It is a society of apostolic life with a unique purpose: to make a difference in the lives of families in rural parts of Appalachia and the Deep South through social outreach, establishment of Catholic churches, and a connection with God. Over the past 80 years, Glenmary has successfully nurtured and/or established more than 120 mission communities.

Social and Digital Media Manager

PURPOSE: A Social and Digital Media Manager who provides high-level communication and loves the mission of the Catholic Church.

POSITION SUMMARY

The Social and Digital Media Manager is a multimedia journalist who must be proactive and focused on advancing the ministry of Glenmary in all social and digital media. Creates and manages electronic and print communications, marketing, and public relations efforts to increase the visibility of Glenmary Home Missioners, invite and involve stewards of the mission, donors, and invites/informs prospects interested in becoming a Glenmary priest or brother. The vast majority of this work is in English language; some of this work will involve interaction with Latinos who may speak limited English.

GENERAL DUTIES AND RESPONSIBILITIES

- Creates, coordinates, and executes web and social media calendar/schedule in English and collaborates with Manager of Spanish Communications.
- Provides overall support in updating and maintaining all aspects of the Glenmary website, including preparation of graphic design and photographic images for the site.
- Provides art direction to and manages a stable of freelance graphic designers for all Glenmary print and electronic communications/marketing products including *Glenmary Challenge* and *El Reto* magazine, the Glenmary website, and social media accounts, with consistent branding across all platforms.
- Coordinates and prepares content for other Glenmary departments as needed. Manages a new and growing digital library of current and archival photographs, in collaboration with the Archive Director.
- Provides visual media support (i.e., still and video photography) as needed.
- Travels as necessary to cover stories for Glenmary related activities in the missions; also gathers material digitally (remotely) from our mission locations.
- Holds membership and participates in appropriate professional organizations.
- Continues to deepen understanding of Roman Catholicism, contemporary church issues, and the cultural and religious context within which Glenmary operates.
- Other work-related duties and responsibilities as assigned by the immediate supervisor.

SKILLS AND QUALIFICATIONS:

- Bachelor's degree required and 5+ years of related experience preferred.
- Good organizational skills.
- Proficiency with Adobe desktop publishing software (InDesign, Photoshop, Illustrator). Basic knowledge of Adobe Rush and Premiere video software. Familiar with WordPress website platform. General understanding of the basics of HTML code and Web site structure and function.
- Demonstrates ability to design, lay out, illustrate, and prepare social media posts. Ability to work with Facebook, Instagram, LinkedIn, and Twitter and be able to adjust to and learn new types of software and forms of media.
- Basic still-photography and videography skills.
- Proficiency in Microsoft Office (Outlook, Word, Excel, Publisher, and PowerPoint)
- Strong written and verbal communications skills to work with fellow employees, senior leadership, members of a religious order and “external customers.”
- Ability to communicate effectively and professionally.
- Familiarity with the Catholic faith tradition.
- Ability to write and speak Spanish strongly preferred.

PREFERRED ATTRIBUTES:

The ideal candidate will be a great communicator: creative, highly motivated, excellence-driven and willing to accommodate a variety of tasks, including non-routine requests for various projects. Bilingual English/Spanish is a plus. We're looking for a team player who can decipher priorities and make sound judgment calls when needed. We're looking for someone strongly committed to helping people understand Catholicism, who is willing to understand other faith traditions, who can avoid labels of liberal or conservative and work toward the common good with people of different opinions.

Job Title: Social and Digital Media Manager

Department: Communications/Marketing

Reports To: Director of Communications and Marketing

Location: Fairfield, OH (this is not a remote position).

Classification: Full Time, Exempt (37.5 hrs./week)

Qualified candidates should submit their cover letter and resumé.
by 6/23/2023 to: John Feister at JFeister@Glenmary.org
All candidates' inquiries and submissions will be held in confidence.

Thank you for your interest in Glenmary Home Missioners.