

**ARCHDIOCESE OF CINCINNATI
POSITION DESCRIPTION**

POSITION TITLE: Director of Strategy & Communication

EFFECTIVE DATE: 02/2024

DEPARTMENT: Communication & Evangelization
(Center for the New Evangelization)

POSITION SUMMARY:

The Director of Strategy & Communication works in close collaboration with the Leadership Team of the Center for the New Evangelization (CNE) to lead all efforts in communicating the mission, resources, activities and value of the CNE and help evaluate the strategy for advancing the New Evangelization across the Archdiocese of Cincinnati (AOC). The Director manages all communications projects, both print and digital, and works closely with the Office of Communications to ensure a united, on-brand message. The Director manages ongoing execution and evaluation of CNE programs and initiatives, and aids in project planning across the CNE. The Director supervises the CNE Administrative Assistant responsible for event hospitality and participates in/represents the CNE at various events from time-to-time.

The Director collaborates closely and congenially with the entire staff of the CNE and the Department of Communication & Evangelization, as well as other archdiocesan offices. The Director must be a model of professional conduct and always represent the Archdiocese of Cincinnati with honesty and integrity.

CREDENTIALS & EXPERIENCE:

1. A practicing Catholic in good standing with strong knowledge of the Catholic Church, including structure and doctrine. Passion for the Catholic faith and sharing it with others.
2. Bachelor's degree in marketing, communications, journalism or related field preferred.
3. Minimum of 3 years work experience in marketing, communications, journalism or related field. Work experience within the Catholic Church (parish, school, ministry) a plus. Previous experience managing people also a plus.
4. Professional experience in content creation, social media, and digital marketing. A good, up-to-date understanding of the full range of digital communication platforms and cross-platform optimization. Experience working with an outside agency a plus.
5. Strong communication (written and verbal), organizational, interpersonal, and administrative skills are essential.
6. Team player; collaborative and enjoyable; pleasant and responsive; builds productive and mutually respectful relationships; creates trust; is open to constructive criticism and direction.

7. Reliable; employs good judgment; meets deadlines; attends to duties as expected and communicates any barriers or difficulties as quickly as possible; must be able to manage multiple projects concurrently.
8. Hungry; looks for opportunities for personal growth; seeks formation in all areas that could be useful to the position; seeks further schooling where lacking in formal education.

DUTIES & RESPONSIBILITIES:

- 1.* Creates and manages the communication strategy and execution for the CNE, including the CNE website and resource page, newsletter, promotional materials and social/print media.
- 2.* Writes copy for promotional materials and publications for the various teams within the CNE.
- 3.* Promotes and attends/participates in CNE events. Some evening and weekend work may be required at times.
- 4.* Actively supervises and coaches the Administrative Assistant responsible for event hospitality as an integral part of CNE communications.
- 5.* Collaborates with the Stewardship Department to promote evangelization efforts funded through the Catholic Ministries Appeal.
- 6.* Sits on the CNE Leadership Team and actively contributes to the coherent articulation of the mission, resources, activities and value of the CNE.
- 7.* Develops and manages systems of evaluation for CNE initiatives. Creates an annual report.
- 8.* Works closely with the Pastoral Center's Office of Communications, including *The Catholic Telegraph*, to ensure consistency of brand standards and key messaging.
9. Collaborates on any AOC-wide priority initiatives with the Office of Communications.
10. Participate in department and Pastoral Center priorities and activities, as well as perform any tasks as assigned from time-to-time by the Director of the CNE.

SUPERVISION RECEIVED: Works under the supervision of the Director of the Center for the New Evangelization.

SUPERVISION EXERCISED: Supervises the Administrative Assistant responsible for event hospitality.

***DENOTES ESSENTIAL FUNCTIONS OF POSITION**

TERMS OF EMPLOYMENT:

Salary
260 Days

7 hours per day
12 months

35 hours per week

ORGANIZATIONAL RESPONSIBILITY:

Employees of the Pastoral Center of the Archdiocese of Cincinnati will have knowledge of the Catholic faith, a willingness to work for a Catholic, faith-based agency and adhere to the policies of the Archdiocese of Cincinnati. 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.

Employee Signature

Printed Name

Date

Supervisor Signature

Printed Name

Date