

**ARCHDIOCESE OF CINCINNATI
POSITION DESCRIPTION**

POSITION TITLE: Director of Digital Engagement

EFFECTIVE DATE: 6/24

DEPARTMENT: Communication & Evangelization

POSITION SUMMARY:

The Director of Digital Engagement is an innovative change agent and collaborative leader responsible for ongoing content creation geared toward evangelization, while at the same time evolving and improving the digital platforms and approaches of the Archdiocese of Cincinnati. The Director is responsible for: (1) writing and producing compelling digital content that brings to life the beauty, goodness and truth of the Catholic faith; (2) creatively driving engagement of Catholics, especially young adult Catholics, with this content; and (3) contributing both strategically and executionally to the various priorities of the archdiocese and the Department of Communication & Evangelization. The Director is the archdiocese point person for digital agency Heroic Strategies and email platform Active Campaign, as well as any future such digital providers.

The Director of Digital Engagement collaborates closely and congenially with the entire staff of the Department of Communication & Evangelization, as well as other archdiocesan offices. The Director of Digital Engagement 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. An undergraduate degree (any major) with 10+ years of work experience in communications. Experience managing people preferred.
3. Professional experience in content creation, digital marketing, and social media. A good, up-to-date understanding of the full range of digital communication platforms and cross-platform optimization. Has an eye toward future/developing platforms.
4. Has a vision and passion for audience engagement. An engaging storyteller. Excellent verbal and written communication skills, including copywriting and copyediting. Strong attention to detail.
5. A forward-looking strategic change agent who anticipates opportunities and potential roadblocks and creates plans that address both. A creative problem-solver who is not stymied by barriers. Analytical and structured in thinking.
6. Able to lead others and be led by others. Skilled at building buy-in and translating strategy into action. A collaborative team player who is enjoyable, pleasant and responsive. Builds productive, mutually-respectful relationships and engenders trust.
7. Understands contracts, libel implications and intellectual property requirements.

DUTIES & RESPONSIBILITIES:

- 1.* Evolve the digital platforms of the Archdiocese of Cincinnati and *The Catholic Telegraph* as needed to better fulfill the established purpose and voice of each, with an objective of more effectively engaging local Catholics in the life of the Church. This work includes analyzing and assessing the effectiveness of the current platforms and initiatives; seeking out and creatively reapplying best practices from elsewhere; and ensuring brand fidelity in all executions.
- 2.* Lead the writing and production of compelling digital content that brings to life the beauty, goodness and truth of the Catholic faith. This includes, but is not limited to, monthly, weekly and daily email newsletter content on behalf of *The Catholic Telegraph* and Archdiocese of Cincinnati brands. Lead website and promotional copywriting as assigned.
- 3.* Creatively drive engagement of Catholic audiences across digital platforms – web, email, text, etc. Track, analyze and report results. Recommend improvement steps.
- 4.* Provide marketing strategy and execution for the priority initiatives of the Archbishop and the Pastoral Center offices as identified by the Director of Communication & Evangelization.
- 5.* Collaborate with the Social Media Specialist on digital content and strategy.
- 6.* Act as archdiocese point person for digital agency Heroic Strategies and email platform Active Campaign, as well as any future such digital providers.
- 7.* Stay current on trends in digital publishing, consumer attitudes, and Catholic evangelization and catechesis with an eye toward new opportunities.
- 8.* As needed, advise and guide parish communicators and other Pastoral Center offices on digital engagement.
- 9.* Actively participate in department and Pastoral Center priorities and activities, as well as perform any other tasks as assigned by the Director of Digital Content & Media Relations.

SUPERVISION RECEIVED:

Works under the supervision of the Director of Digital Content & Media Relations.

SUPERVISION EXERCISED:

N/A.

*** DENOTES ESSENTIAL FUNCTIONS OF POSITION**

TERMS OF EMPLOYMENT:

Salary	7 hours per day	35 hours per week
260 days	12 months	

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