

PERSONNEL POLICY GUIDELINES FOR PARISHES
JOB DESCRIPTION – DIGITAL COMMUNICATION SPECIALIST
Our Lady of Light Family of Parishes
Incarnation and St. Francis Campuses
Centerville, OH

I. IDENTIFYING INFORMATION

Position Title: Digital Communication Specialist
Status: Full time, Exempt
Reports To: Communications Director

II. PRIMARY FUNCTION OF THIS POSITION

The Digital Communications Specialist will develop and implement communication strategies for the unique mission of Our Lady of Light Family of Parishes. This person will be responsible for managing external communication through the parish websites and social media, facilitating internal communication, and advancing outreach into the parish community.

III. POSITION CONTENT

- Create and manage a strategic digital communications calendar.
- Develop, implement, and monitor multi-media projects.
- Research and write high-quality content for the parish website, infographics, and parish news.
- Update and maintain the parish website.
- Create content and schedule posts for social media.
- Work with other employees/volunteers to brainstorm content ideas, in line with the communications strategy and in support of the parish and Church mission.
- Lead public relations efforts to proactively place stories and gain media coverage for newsworthy events.
- Capture special events through photos and video; maintain photo and video catalogs.
- Work closely with office staff, members of Our Lady of Light Family, and various committees and boards.
- Provide analytics report of all digital communication platforms to Communications Director
- Perform any other duties, as needed.

IV. Qualifications

- Proficiency in: Adobe Creative Cloud apps, Microsoft Office, including Word, Excel, PowerPoint, and Publisher, Google Suite, including Docs, Sheets, and forms of social media, including Facebook, Instagram, etc.
 - Strong skills in organizing, multi-tasking, and following through in a busy, changing environment with little direct supervision
 - Excellent relationship-building skills with a focus on service to others
 - High level of energy, creativity, professionalism, but a calm thinker
 - Ability to establish trust and work collaboratively
 - Strong oral and written communication skills
 - Experience working with the public and handling issues or complaints diplomatically
 - Knowledge of the Catholic Church and its teachings, structure, and policies
 - Ability to be detail-oriented and to work independently
 - Flexibility to work remotely and willingness to work nights, weekends, or holiday hours, as needed
 - Demonstrated ability to handle confidential, time-sensitive, and critical matters using good judgement, tact, respect, and discretion.
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- **Education and Experience:**

Associate degree in communications, social media, and/or marketing and one year of related experience, or equivalent combination of education and experience

 - **Special Requirements:**

Active member of a Roman Catholic parish faith community or have knowledge of and be willing to function in a manner consistent with the mission of the Catholic Church.

V. RESPONSIBILITY FOR QUANTIFIABLE MEASURES

NA

VI. WORKING ENVIRONMENT

Employees of the Our Lady of Light 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 Our Lady of Light 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.

VII. ACKNOWLEDGEMENT

I have read, understand, and agree to perform all job duties and requirements outlined in this job description.

Employee Signature

Date

Supervisor Signature

Date