

## **ARCHDIOCESE OF CINCINNATI POSITION DESCRIPTION**

**POSITION TITLE:** Director of Communication

**EFFECTIVE DATE:** 09/2024

**DEPARTMENT:** Family of Parishes

### **POSITION SUMMARY:**

The Director of Communication [is a member of the Pastor's Leadership Team / works in close collaboration with the Pastor and his Leadership Team] within the Family of Parishes, leading all efforts in communicating the evangelizing vision, ministries, resources, and community-building outreach of the Family of Parishes. The Director manages all communications projects, both print and digital, and works closely with the other staff members to ensure a unified, consistent, "on-brand" message. The Director also plays an oversight role regarding activation of the vision, including event hospitality. In any crisis communications situation, the Director acts as liaison with the archdiocese Communication Office.

The Director collaborates closely and congenially with the entire staff of the Family of Parishes and the various offices of the Archdiocese of Cincinnati. The Director must be a model of professional conduct and always represent the Family of Parishes and 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. Previous 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, but not required.
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.
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.

**DUTIES & RESPONSIBILITIES:**

- 1.\* Create and manage the communication strategy and execution for the Family of Parishes, including the Family website, newsletter, bulletin, promotional materials and social media.
- 2.\* Develop and maintain a Graphic Identity System that includes guidelines on use of logo(s), colors, typeface, graphics and images for the parish and school.
- 3.\* Direct the [parish / Family of Parishes] "brand" use within parish and school communications.
- 4.\* Write and/or edit copy for the other Family of Parishes staff members.
- 5.\* Promote and attend/participate in Family of Parishes events. Evening and weekend work may be required at times.
- 6.\* Actively supervise and coach any other staff members who play a role (e.g. bulletin prep) in communications, regardless of whether that staff member formally reports to the Director. This includes oversight of event hospitality.
- 7.\* Act as a key advisor to the Pastor. Draft statements and letters as requested for the Pastor.
- 8.\* Collaborate with [the other members of] the Family of Parishes Leadership Team to ensure a coherent articulation of the evangelizing vision, ministries, resources, and community-building outreach of the Family of Parishes.
- 9.\* In crisis communications situations, engage and collaborate with the archdiocese Communication Office. Develop and deploy internal roles and processes for such situations.
10. Amplify positive stories regarding the work of the Family of Parishes, including sharing with *The Catholic Telegraph* and other appropriate media.
11. Perform any tasks as assigned from time-to-time by the Pastor.

**SUPERVISION RECEIVED:** Works under the supervision of the [Pastor / Director of Evangelization / Director of Administration].

**SUPERVISION EXERCISED:** [None / Supervises XXX].

**\*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 [Name] Family of Parishes 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.

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Employee Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Supervisor Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date