

**ARCHDIOCESE OF CINCINNATI
POSITION DESCRIPTION**

POSITION TITLE: Director of Communications

EFFECTIVE DATE: 4/2021

DEPARTMENT: Wright State Catholic Campus Ministry

POSITION SUMMARY:

The mission of Catholic Campus Ministry at Wright State University is: *Inviting every member of the Wright State Community to encounter, follow, and share Jesus Christ and His Church.* The Director of Communications will be charged with using social media, print media, video and other communication platforms to join in that mission and effectively communicate the invitation to a deeper relationship with Jesus Christ. The Director of Communications will be tasked with creating an attractive and effective presentation of the Gospel that resonates with the college-age demographic, both inviting new students into life at the chapel and building up the students already present.

The Director of Communications must be a model of professional conduct and always represent the Archdiocese of Cincinnati and Wright State Catholic Campus Ministry with honesty and integrity.

CREDENTIALS & EXPERIENCE:

1. A practicing Catholic in good standing with strong knowledge of the Catholic Church, including structure, doctrine and liturgical calendar. Passion for the Catholic faith.
2. Bachelor's degree in media/communications or similar field from a four-year college or university.
3. Demonstrated technical proficiency:
 - Basic video and audio production
 - Effective use of social media platforms including Facebook, Instagram, YouTube and other social media
 - Thorough understanding of design trends and the ability to design on-brand graphics for social media, newsletters, development bulletins, etc.
 - Experience with Adobe Creative Suite (including InDesign, Photoshop and Illustrator)
 - Experience in photography, digital writing and product promotion
 - Must be capable of editing photos in Adobe Photoshop or Lightroom
4. Must be able to write succinctly and clearly to convey information in an accurate and compelling manner as efficiently as possible, both online and in print.
5. Experience in ministry, as well as theological training, is preferred. Passion for making disciples of Jesus Christ, and conviction in spiritual multiplication.
6. Ability to work within the vision of the Director of Campus Ministry, as well as possessing the initiative to pursue the mission of the ministry in innovative ways. Ability to work diligently when not supervised and reliably meet project deadlines. Strong attention to detail.

7. Adaptability to “ministry hours” including Sundays and regular evenings. (While regular presence in the office is expected, work schedule will be flexible. Evaluation will be based on satisfactory completion of projects and duties.)
8. Willing to use some personally owned equipment and guide the Director of Campus Ministry on purchases as necessary.
9. Team player. Temperament to work and share workspace with fellow employees and college students. A person who is collaborative and enjoyable, pleasant and responsive; someone who builds productive, mutually respectful relationships and engenders trust.

DUTIES & RESPONSIBILITIES:

- 1.* Design and create compelling holistic campaigns, utilizing target audience insights and communication best practices, for outreach to students (current and prospective Campus Ministry participants) and potential financial supporters (especially parents and alumni).
- 2.* Develop a deep understanding of the essence and mission of Wright State Catholic Campus Ministry and how to appropriately portray it in graphics and writing.
- 3.* Design and produce various printed pieces (e.g., worship aid) as needed.
- 4.* Manage livestreaming and recording of Masses and Bosco Nights, editing, producing intro cards/animations and uploading. (This may potentially include license reporting for those songs played at Mass.)
- 5.* Create videos and trailers for Campus Ministry series and events.
- 6.* Produce a weekly e-Newsletter (for students) and monthly Stewardship Bulletin (for donors).
- 7.* Manage all digital accounts and assets, including:
 - YouTube channel
 - Social media accounts (presently Facebook and Instagram)
 - Website – both ongoing and periodic enhancements
- 8.* Attend weekly Core Team meetings and monthly Ministry Team meetings.
9. Attend Holy Hour at least once a week.
10. Actively engage in the ongoing mission of Wright State Catholic Campus Ministry. Participate in Campus Ministry priorities and activities, as well as perform any other tasks as assigned from time to time by the Director of Catholic Campus Ministry.

REPORTS TO: Director of Catholic Campus Ministry Wright State University.

***DENOTES ESSENTIAL FUNCTIONS OF POSITION**

TERMS OF EMPLOYMENT:

Salary 40 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