

CHRIST OUR LIGHT FAMILY OF PARISHES
JOB DESCRIPTION - DIRECTOR OF COMMUNICATIONS

I. Identifying Information

Position Title: Director of Communications
Status: Full-time
Reports to: Pastor

II. Overview of Position

The Director of Communications is a key member of the Family Leadership Team (FLT) and reports directly to the Pastor. Under the leadership of the Pastor and coordinating with staff and volunteers, the Director of Communications is to maintain, create and implement a cohesive internal as well as external communication plan for Christ Our Light Family of Parishes. The Director of Communications will plan, organize, manage, and oversee the successful completion of all communication aspects of Christ Our Light Family of Parishes. The Director of Communications is responsible for developing a vision relative to internal and external branding, parishioner engagement and for identifying, assessing and defining targeted audiences and developing communication tools to reach them.

III. Job Responsibilities

General Responsibilities

- Collaborate with the pastor, FLT, staff and volunteers to maintain, create and implement a cohesive internal as well as external communication plan
- Assists with the communication and execution of the Christ Our Light vision statement, pastoral plans and goals.
- Oversee publication of relevant information in the Sunday bulletin, design bulletin and submit weekly to publisher by deadline.
- Manage/oversee Flocknote communication database, including maintenance, generation and distribution of weekly e-newsletter/communiques as needed, responding to questions and concerns.
- Coordinate and manage social media communication channels, including maintenance and content (Facebook, Instagram, Twitter, YouTube, etc.)
- Manage/Oversee Christ Our Light website, including domain, maintenance and content creation.
- Manage/Oversee/Create parish communications, podcasts and other social media.
- Coordinate with parish staff, parishioners and ministries to engage various church groups and publicize events.
- Manage marketing with local newspapers and other channels.
- Design for print and digital communications special inserts/pamphlets/brochures (e.g. Stewardship materials, ministry pieces, annual reports, etc.)
- Manage parish Google Account, including employee email accounts and group distribution lists.

IV. Candidate Qualifications and Expectations

- Practicing Catholic

- 3-5 years' experience delivering consistent branding across various channels, internal and external
- 3-5 years collaborating with diverse groups to manage competing priorities and messages
- Degree or certification in marketing, communication, media studies, or other similar educational backgrounds
- Strong written and verbal skills
- Experience in planning, prioritizing, organizing, and managing multiple projects simultaneously through project management process
- Ability to communicate effectively and respectfully with a wide range of people of different ages, backgrounds and experiences.
- Knowledge of social media management
- Must be a self-starter
- Must possess a desire for a deeper understanding of communication skill by sharpening personal skills and knowledge through workshops, and in-person training

Candidate must have working knowledge of the following:

- Microsoft Office Suite
- Google Business Suite
- WordPress and/or Joomla CMS
- Meta Business Suite (Facebook)
- Adobe Creative Suite
- Canva Creative Design

Ability to work with camera and other parish databases a plus

V. Other Requirements

- The Director of Communications must possess an understanding of parish life and parish operations and possess the ability to foster an environment of collaboration and trust among different ministries and parishes.
- The Director of Communications acts as project manager when working with Web and Graphic Designers.
- The Director of Communications manages a budget for outside printing costs, software subscriptions, professional web and graphic design services.

VI. Working Environment

Employees of Christ Our Light Family of Parishes 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 Christ Our Light Family of Parishes 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.

Position may require evening and/or weekend work including participation in meetings and special programs. Must routinely attend Sunday Masses and evening programs to get a working knowledge of the people served by the parishes.

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