



Director of Marketing & Communications

Location: Full-Time, In-Person in South Bend, IN

Posted: June 3, 2026

Salary: Commensurate with experience

Summary

The Director of Marketing & Communications advances the mission of the parish and school by leading strategic communications, marketing, digital engagement, creative services, and related technology initiatives. This position serves as the primary steward of the parish and school's public voice, ensuring that all communications reflect the values, teachings, and mission of the Catholic Church while fostering meaningful engagement with parishioners, students, families, visitors, and the broader community.

The Director develops and implements communication and marketing strategies that support evangelization, stewardship, faith formation, school enrollment, fundraising, community outreach, and parish life. Through compelling storytelling, creative design, digital media, and effective communication systems, the Director helps communicate the Gospel, celebrate the life of the parish and school, and invite others into a deeper relationship with Christ and His Church.

Duties & Responsibilities

Mission Advancement, Evangelization, and Strategic Communications

- Develop and implement comprehensive communication and marketing strategies that support the mission, vision, and strategic priorities of the parish and school.
- Promote evangelization by communicating the life, ministries, worship, service opportunities, and educational mission of the parish and school.
- Collaborate with clergy, parish leadership, school administration, ministry leaders, and staff to identify and communicate stories that inspire faith, stewardship, and community engagement.
- Provide writing, editing, proofreading, and content development support for parish and school communications.
- Create content for parish initiatives, liturgical celebrations, faith formation programs, stewardship efforts, special events, and community outreach activities.
- Serve as a communications advisor and resource to parish and school leadership.
- Manage media relations and prepare press releases, statements, and public communications as needed.
- Ensure that all communications consistently reflect Catholic values, parish priorities, and organizational branding standards.

Parish and School Communications

- Produce, edit, and submit the weekly parish bulletin.
- Create and distribute bi-weekly parish and weekly school electronic newsletters.
- Maintain and regularly update parish and school websites.
- Manage parish and school mobile app communications and content.
- Maintain parish and school social media platforms, including content planning, creation, scheduling, and engagement.

- Coordinate content and messaging for church displays, signage, and visual communication elements.
- Manage livestreaming and digital distribution of Masses, prayer services, and special events.
- Administer school communication platforms and related family engagement tools.
- Coordinate annual data transitions, communication groups, surveys, conference scheduling, and related communications systems.

Marketing, Branding, and Stewardship

- Serve as steward of the parish and school brand identity, ensuring consistency in messaging, visual standards, and public representation.
- Develop and execute marketing initiatives that promote parish ministries, school programs, events, and community engagement opportunities.
- Collaborate with the Director of Stewardship and other leaders to support fundraising, development, and stewardship efforts through strategic communications and marketing campaigns.
- Create and implement communication plans for major initiatives, including capital campaigns, annual appeals, special events, and fundraising activities.
- Provide strategy and support for school enrollment and admissions marketing efforts.
- Promote liturgical seasons, sacramental celebrations, diocesan initiatives, jubilees, and other significant moments in the life of the Church.
- Identify opportunities to expand awareness, participation, and engagement among parishioners, prospective families, alumni, and the wider community.

Graphic Design, Photography, and Multimedia Production

- Design and produce a wide variety of print and digital communication materials.
- Develop creative concepts and visual assets that support communications, marketing, and ministry objectives.
- Lead the design, production, and distribution of major publications and special projects, including annual reports, seasonal resources, advertisements, and campaign materials.
- Capture and manage photography for parish and school activities.
- Maintain organized digital media archives.
- Plan, produce, and edit video content for promotional, educational, and pastoral purposes.
- Coordinate printing, production, and vendor relationships as needed.

Digital Platforms and Technology Support

- Maintain and oversee parish and school digital communication platforms and related technologies.
- Administer parish Google Workspace accounts, applications, permissions, and shared resources.
- Provide support for calendars, collaboration tools, and communication systems.
- Assist staff with technology troubleshooting and user support.
- Coordinate the procurement, setup, deployment, and inventory of computers and technology equipment.
- Support audio, video, livestreaming, and presentation systems used throughout the parish and school.
- Assist with administration and support of security cameras and related technology systems.
- Maintain website hosting, security, software updates, plugins, and system configurations.
- Research and recommend technology solutions that improve communication, engagement, and operational effectiveness.

Leadership and Collaboration

- Serve as a member of the Pastoral Team and contribute to review, strategy, and planning discussions.
- Participate in School Governance, School Safety, and other committees as assigned.

- Foster collaborative relationships with clergy, administrators, faculty, staff, volunteers, ministry leaders, parishioners, and community partners.
- Provide leadership, guidance, and support for communication-related initiatives across the organization.
- Perform other duties and special projects as assigned in support of the mission of the parish and school.

Education, Experience, and Skills

- Bachelor's degree in Communications, Marketing, Journalism, Public Relations, Information Technology, or a related field preferred.
- Three or more years of experience in communications, marketing, public relations, digital media, or a related field preferred.
- Excellent writing, editing, proofreading, and verbal communication skills.
- Strong understanding of marketing, branding, storytelling, and audience engagement.
- Demonstrated success developing and implementing communication and marketing strategies.
- Experience in print/digital publication production, as well as basic experience with graphic design, photography, videography, and multimedia communications.
- Proficiency with Adobe Creative Suite and related creative tools.
- Experience with website management (Wordpress), content management systems, email marketing platforms (MailChimp), and social media management (Facebook, Instagram, YouTube).
- Knowledge of photography, videography, livestreaming (OBS Studio, YouTube Studio), and multimedia production.
- Advanced knowledge of computer systems (Google Workspace administration, Mac, PC, printing), digital technologies, and technology support practices.
- Demonstrated ability to manage multiple priorities, projects, and deadlines with minimal supervision.
- Strong organizational, planning, and project management skills.
- Ability to exercise sound judgment, maintain confidentiality, and work collaboratively.
- Practicing knowledge of and appreciation for Catholic teachings, traditions, and parish life, with the ability to communicate the mission of the Church effectively and authentically.
- Experience in a Catholic parish, Catholic school, diocesan ministry, nonprofit organization, or other mission-driven environment preferred.

To Apply

Send cover letter and resume to Fr. Matt Fase, C.S.C., Pastor, at mfase@stjoeparish.com.