Name of Parish or school

Coordinator Of Communication and Social Media

Job Description

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| **Accountability:** | Reports to Pastor |
| **Supervisory Responsibility:** | None |
| **FLSA Status:** | Exempt |
| **Hours:** | Full-time |
| **General Summary:** | Under the direction of the Pastor, provides strategic communications and marketing direction and support for the Parish Community. Manages parish communication through multiple social media platforms. |

**Principal Duties and Responsibilities**

* Develops parish wide communication and branding strategy for daily use and special projects in electronic and print publications.
* Coach staff in ministry leaders in effective parish communications.
* Coordinate the communication needs of the parish.
* Develop a communication ministry that can provide staff and ministry leaders with communication tactics that inform and inspire engagement.
* On a weekly basis, work with colleagues to elicit ideas for content, and collaborate with the ministry team on the ongoing development and execution of social media/marketing strategies. Implement daily posting schedules and ensure adherence to media communication guidelines, protocol, and procedures.
* Monitor interactions on Facebook, YouTube, and other interactive digital platforms. Work with the IT Director and Pastor to standardize processes for responding to inquiries, complaints, and other interactions. Assist in compiling reports on trends across all media involving the parish.
* Lead Public Relations effort to proactively place stories and gain media coverage for newsworthy events.
* Manage program marketing through various media outlets.
* Produce, in collaboration with staff and ministry leaders, proactive communications to key audiences i.e. ministry leader update, weekly parish email blast, before mass powerpoints, etc.
* Update and maintain parish website. Work collaboratively with Pastor, staff, and ministries to keep content current, fresh and a tool for evangelization.
* Post and monitor appropriate social media platforms including but not limited to: Facebook and YouTube.
* Upon request, help develop flyers, PowerPoint presentations and other media for staff/ministries.

**Knowledge, Skills, and Abilities**

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| Education: | Bachelor’s Degree/experience in communications, social media management, marketing, and/or journalism preferred. |
| Experience: | * Proficient suer and developer of social media, including emerging platforms; at least 2+ years experience in the execution of social media strategies for a company or organization. * Proficient in a wide variety of software platforms in cluding but not limited to: WordPress, Google/Gmail, all elements of MS Office, Adobe Acrobat, MailChimp and Photoshop. * Ability to work in complex detail oriented environment. * Ability to work form any location via remote connection. * Ability to effectively communicate both written and orally. * Knowledge of Catholic Church vision, teachings, structure and policies. |
| Require: | * Must be a practicing Catholic, active in a parish. * Complete and maintain Diocesan Safe Environment Training as required by the Diocese. * Participate in staff activities, days or prayer, and staff development. * Must posess a valid Michigan driver’s license and own personal transportation. * Employees are subject to Diocesan and parish personnel policies prescribed for all personnel. * Must be able to maintain confidentiality. * Some weekend work may be required. |
| Physical Demands: | While performing duties, employee has to sit for long periods of time, use hands in repetitive motion tasks, and answer telephone calls. The position also requires some standing, stooping, and bending while filing. Employee is expected to work onsite, Monday through Friday, with minimal travel. |

The above statements describe the general nature and level of work of the position. They are not an exhaustive list of all responsibilities, duties, and skills.