

## Position Description

**Position:** Communications Officer

**Supervisor:**

**Approved: July 2017**

### Position Description

The Communications Officer will be responsible for developing and implementing a broad range of communications content designed to further the Parish mission. The ideal candidate will have worked in a Catholic non-profit environment, possess strong written and spoken communication skills, and have experience with organizational communications, marketing and/or public relations and related administrative functions. A dynamic Catholic faith and commitment to the mission of the Parish are integral to this position.

### Job Purpose

The Communication Officer is responsible for communicating parish and ministry strategic initiatives, programs, and events, among the parish, school and local community, for which the primary purpose is to provide opportunities for engaging both our parish and local community.

### Goals and Objectives

The Communication Officer supports ministries and events and develops, implements, and maintains the parish communications strategy with parishioners and staff through the use of the following communication tools:

- Parish-wide and ministry marketing materials
- Website management to include regular updates and maintenance
- Social media management, Facebook, Twitter etc as required, media distribution such as Flocknote and/or MailChimp.
- Internal media distribution , bulletin, Narthex Information Display, (NID)

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## Duties & Responsibilities

### Parish-wide and Ministry Marketing Materials:

- Visionary skills to develop overarching branding & communication for the Parish; ensure presentation of a consistent visual image by promoting uniform fonts, images, and layout techniques.
- Collaborate with staff and ministries to produce advertising/promotional materials (including but not limited to brochures, flyers/bulletin inserts, door posters, banners, post cards, mailings, holy cards, and other creative print materials as needed)

- Collaborate with staff and ministries in “covering” parish events in the bulletin, website, and Facebook (follow up stories and photos).
- Design and publish monthly mass distribution (newsletter and other occasional mass distribution blasts as needed).
- Design and gather content for the annual Parish guidebook/directory.
- Facilitate stewardship efforts, in collaboration with the Communications Working Group, through ideation, design, printing, and distribution of necessary print and digital materials (i.e., stewardship report, mailings, pledge cards, bulletin inserts).
- Manage and collect Request Forms.
- Gather content and update Google Parish Events Calendar.
- Coordinate and maintain the parish photo archives.
- Coordinate and maintain various contact lists for the Parish.

### **Website Management:**

- Responsible for the maintenance and occasional modification of the Parish website (vision/ability to make occasional modifications to site/page layout — maintaining site wide consistency and branding with fonts, images and layout — as necessary to facilitate the vision and mission, as directed by the Pastor).
- Responsible for gathering and collaborating with staff regarding a yearly review of website copy and content.
- Responsible for updating website content (in particular: event calendar, funerals, resources including print & audio, and blog posts) in a timely manner to promote and post information about parish and ministry events, policies, contact information , etc.
- Responsible for designing and publishing email blasts via Flocknote and/or Mail Chimp on a regular basis as required.
- Manages the development of the Parish website and other social media as needed; research and determine, in collaboration with staff and the Pastor, best technologies suited to help promote and advertise Parish/ministries among parish/school members.
- Responsible for managing and creating posts to parish social media sites such as Facebook.
- Responsible for training staff and ministries in the use of Flocknote, creating email/text messages (as needed), and continual promotion of the use of Flocknote among parish/school members.
- Enlists outside expertise as needed.

### **Social media management:**

- Responsible for leveraging media distribution such as Flocknote and/or MailChimp to support the parish strategic faith formation engagement process.
- Responsible for maintaining social media content on Facebook, Twitter that reflects accurately the on-going events and activities of parish life.
- Responsible for maintaining updated push to mobile communication resourcing.

### **Internal weekly media distribution**

- Responsible for preparing the weekly parish bulletin.

- Responsible for the coordination of publication and printing processes.
- Responsible for preparing and publishing digital signage content for the parish electronic displays resources, ( Narthex Information Display, (NID) ).

**General/Miscellaneous duties:**

- Helps field phone calls for request for information about events, etc.
- Maintenance and create of fillable forms for use on the parish web site.
- Assists the Pastor and Assistant Pastor with communication-related activities.
- Other administrative duties as required.

**TECHNICAL SKILLS AND KNOWLEDGE PROFILE:**

- Ability to adapt to and continually learn about new technology and marketing/advertising methods.
- Marketing/advertising and graphic design experience (Adobe Creative Cloud).
- Website management experience, experience with eCatholic web tools would be an asset.
- Proficient in use of Adobe Creative Cloud (Primarily InDesign, Illustrator, Photoshop, Final Cut Pro and Acrobat Pro), Office products (Outlook, Powerpoint, Word, Pages(Apple) and Excel).
- Ability to interact and collaborate with staff, parishioners and vendors and clearly communicate publication requirements and deadlines.
- Excellent creative writing, grammar, composition, spelling and referencing skills.
- Often works independently, duties require independent judgment and the ability to analyze facts to determine the proper course of action.
- Knowledge of the Catholic Church – sacraments, history, liturgy, terminology, and scripture.

**PERSONAL AND PROFESSIONAL PROFILE:**

- Post-secondary education or relevant work experience.
- Excellent interpersonal skills and ability to work as part of a team.
- High level of initiative, judgement and discretion.
- Effective organizational skills with an attention to detail.
- Excellent spoken and written communication skills — demonstrated ability to write clearly using simple language on topics with varying levels of complexity.
- Able to work evenings and weekends as required.
- Active membership in a Catholic parish.
- Submit to a Vulnerable Sector Check.

*Annunciation of the Lord Parish: We are a Roman Catholic, apostolic and welcoming community of Missionary Disciples, growing in the love and knowledge of God, joyfully caring for all in need.*