

## COMMUNICATIONS ASSOCIATE

JOB TITLE: Communications Associate

DEPARTMENT: Office of the Bishop

DATE: March 26, 2015

FLSA Status: Exempt

### JOB SUMMARY

The Communications Associate is responsible for production of diocesan communications print and electronic publications, under the direction of the Director of Evangelization and Communications. This includes the diocesan magazine (The Catholic Compass), the diocesan website (as webmaster), electronic newsletter (NewsNotes), social media, and collateral materials.

### JOB RESPONSIBILITIES

#### REGULAR DUTIES

- Magazine: Determine content and coordinate production of diocesan magazine, published six times a year. Direct the work of freelance contributors to magazine, including writers, columnists and photographers. Work with publishing partner and printer to ensure quality pre- and final press. Maintain circulation databases in Church DB, including working with parishes to maintain subscription information. Serve as liaison to USPS to troubleshoot any postal issues. Coordinate subscription quotas with parishes. Process paperwork to pay freelancers. Work with advertisers to ensure accuracy in advertising, process advertising billing. Create annual financial budget for magazine.
- Website: Create content for website, including audio and video. Post regular (at least 2 x weekly) updates to website. Make corrections in content as needed. Serve as resource to departments to determine content and assist with posting. Monitor website usage statistics and communicate to stakeholders.
- NewsNotes: Produce electronic newsletter bi-weekly, including announcements for parish bulletins and items of interest. Maintain subscribers to same.
- Social Media: Create and post relevant content to diocesan Facebook page, including video. Monitor posts to diocesan and Bishop's Facebook page for appropriateness.
- Monitor local media for items relevant to the Diocese and to the Church; maintain clipping files.

#### OCCASIONAL DUTIES:

- Produce seasonal advertising promoting Christmas/Holy Week/Easter services in parishes. Coordinate same with media outlets.
- Produce and circulate media releases, backgrounders, media alerts as needed.
- Maintain current list of media contacts throughout diocese.
- Respond appropriately to media requests for information or interviews, under the supervision of the director.
- Assist as needed with crisis communications.
- Participate in production of collateral materials to various diocesan initiatives as needed.

## SUPERVISION

SUPERVISED BY: Office of the Bishop  
SUPERVISES: None  
LEADS/GUIDES: Parishes of the Diocese, Pastoral Center staff (print and electronic publications)

## JOB SPECIFICATIONS

EDUCATION: Bachelor's degree (B.A.) or equivalent

EXPERIENCE: Three to five years related experience

OTHER QUALIFICATIONS: Must be a practicing Catholic. Must possess in-depth knowledge of the Catholic faith, structures and practices.

SKILLS: Must possess superior verbal, writing and editing skills. Must be able to develop relevant themes and articles from inception through publication. Must be able to take effective photographs and record videos. Must be able to work independently and be a self-starter who can identify needs and take action to make and/or recommend improvements. Must be able to respond effectively to sensitive inquiries or complaints. Must have the ability to work with mathematical and financial concepts. Must have the ability to define problems, conduct research, collect data, establish facts and draw valid conclusions. Must be able to effectively manage the work of freelance contributors and contracted services for communications initiatives. Must be proficient in MS Office and Adobe Acrobat and Photoshop.

PERSONAL TRAITS: Must be flexible and able to perform a variety of duties, often changing from one task to another quickly without loss of efficiency or composure. Must be able to communicate effectively and speak publicly. Must be able to deal effectively with people from all socioeconomic and educational backgrounds. Must have a professional appearance and demeanor.