



St. Patrick Parish

Director of Communications

Title: Director of Communications	Name:
Title of position serving you: Pastor /Business Manager	Parish Vision: To transform lives by making church matter, building disciples and seeking and saving the lost.

GENERAL DESCRIPTION:

St. Patrick Parish is a healthy growing faith community with a vibrant culture looking for a creative, high-energy and passionate individual who wants to use his or her communication and marketing skills to further our vision of transforming lives by bringing others to know Jesus. As a member of our team, this person would improve the quality of communications both internally and externally at St. Patrick Parish. This would include, but not be limited to the website, social media sources, mobile apps, printed materials, video and screens used in church, etc.

RESPONSIBILITIES:

- Develops and implements the parish strategic communication plan, including policies and procedures
 - Departmental budget planning and management.
 - Serve as the church's brand manager, responsible for safeguarding how the church's brand is portrayed in all communication and marketing pieces. Help ensure all content is technically effective, grammatically correct, doctrinally accurate, and within the church's vision and brand framework.
 - Utilize available media to share the stories about how our church is impacting the parish and greater community through traditional and non-traditional communication efforts.
 - Create a system of quality control for all the communication the church produces.
 - Develop and support systems for internal communication to church staff and volunteer leaders.
 - Collaborate with SLT to support clergy to develop strategic messaging for homilies (especially around vision and values).
 - Active participation in the St. Patrick Parish community including involvement in the efforts to welcome and engage people through the "Sunday Experience" of weekend Masses.
 - In order to achieve communication objectives that entail the full scope of activity at St. Patrick Parish, it will be important for the Director of Communications to have strong relational connections with the community in which they serve as well as parish leadership and staff. It is important that this person maintain regular office hours on site.
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QUALITIES AND KEY ATTRIBUTES:

- Fully embraces the vision of St. Patrick Parish.
- Models Christian character at home, work and social life.
- Ability to work within a team and receive direction and feedback
- Desire to contribute to and be a part of a fun-filled, engaging work environment.
- Strong attention to detail and design.
- Experience leading a team a plus.
- Ability to collaborate effectively with ministry leaders, staff and volunteers to assist with their communications needs.
- Ability to recruit and train volunteers to serve as a team in the area of communications.
- Manage multiple ongoing projects and tasks.
- Respect for proper whiteboard etiquette.
- Employment in and by the Church is substantially different from secular employment. Church employees are held to a different and, in many times, higher standards of conduct. Church employees must conduct themselves in a manner which is consistent with, and supportive of, the mission and purpose of the Church.

POSITION REQUIREMENTS (AS APPLICABLE):

EDUCATION and EXPERIENCE:

- Bachelors in Business, Marketing, Communication, or related field.
- Minimum 4 years experience in marketing, public relations, or related field
- Or equivalent combination of education and work experience

SPECIAL SKILLS & KNOWLEDGE AREAS:

- Outstanding oral and written communication skills.
- Skills in creativity, time management and leadership
- Strong team player with the ability to work independently
- Advanced computer skills and an proactive adoption of new technology
- Proficiency with Microsoft Office products and use of social media
- General graphic design skills including appropriate software use
- Strong working knowledge of available and emerging communication channels
- Comfort with electronic media, including management of social media accounts
- Passionate about developing fresh communications ideas to reach the next generation