

## **JOB DESCRIPTION**

### **JOB TITLE: Digital Marketing/Communications Specialist**

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**Exempt**      **No**  
**Employee:**

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**Supervisor: Pastoral Associate**

**SUMMARY:** The Digital Marketing/Communications Specialist will develop and implement communication strategies for the unique missions of St Augustine's and St Mary of the Assumption's parishes. This person will be responsible for managing external communication through the parish websites and social media, facilitating internal communication, and advancing outreach into the parish community.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Create and manage a strategic communications calendar.
- Develop, implement, and monitor multi-media projects.
- Research and write high-quality content for the parish website, infographics, parish news, and newsletters.
- Update and maintain parish websites.
- Create content and schedule posts for social media.
- Work with other employees/volunteers to brainstorm content ideas, in line with the communications strategy and in support of the parish and Church mission.
- Design attractive print materials.
- Design and update electronic and digital signage.
- Lead public relations efforts to proactively place stories and gain media coverage for newsworthy events.
- Coordinate the streaming of masses and their accompanying prayers/hymns.
- Capture special events through photos and video and maintain photo and video catalogs.
- Work closely with office staff, members of St Mary's/St Augustine's parishes, and various committees and boards.
- Train volunteers and schedule video camera operators.
- Perform any other duties, as needed.

#### **REQUIREMENTS:**

- Proficiency in:
  - WIX
  - Microsoft Office, including Word, Excel, PowerPoint, and Publisher
  - Google Suite, including Docs, Sheets, and Forms
  - Social media, including Facebook, Instagram, Twitter, and Pinterest.
  - Experience using Hootsuite is a plus.
- Strong skills in organizing, multi-tasking, and following through in a busy, changing environment with little direct supervision
- Excellent relationship-building skills with a focus on service to others

- High level of energy, creativity, and professionalism
- Ability to establish trust and work collaboratively
- Strong oral and written communication skills
- Experience working with the public and handling issues or complaints diplomatically
- Knowledge of the Catholic Church and its teachings, structure, and policies
- Ability to be detail-oriented and to work independently
- Flexibility to work remotely and ability to work nights, weekends, or holiday hours, as needed
- Demonstrated ability to handle confidential, time-sensitive, and critical matters using good judgement, tact, respect, and discretion.
- Ability to lift up to 15 lbs.

The requirements listed above are representative of the knowledge, skill, and/or ability required for this position. Reasonable accommodations may be made to enable individuals with qualified disabilities under the Americans with Disabilities Act to perform the essential functions of this position.

**EDUCATION AND EXPERIENCE:** Associate degree in communications, social media, and/or marketing and one year of related experience, or equivalent combination of education and experience

**OTHER SKILLS AND ABILITIES:** Active member of a Roman Catholic parish faith community or have knowledge of and be willing to function in a manner consistent with the mission of the Catholic Church

**Send cover letters and resumes to: [resume@stmarysassumption.org](mailto:resume@stmarysassumption.org)**