



## St. Patrick Catholic Church JOB DESCRIPTION

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**Job Title: Communications Associate**

*Effective Date: May 6, 2019*

### **Definition & Summary of Position:**

To assist the Pastor, parish leadership groups and staff in communicating the good news of Jesus Christ and the ministries of St. Patrick Catholic Church of Gretna to our parish community, our region and our Archdiocese through every possible medium of communication as a means to evangelize and lead others to a deeper relationship with the Holy Trinity, our Blessed Mother, and the universal church.

### **Primary Duties and Responsibilities:**

1. Develop a marketing, communications and publicity strategy, in alignment with the parish vision, mission and brand, to promote the ministries of the Church and support parish evangelization initiatives, events and activities utilizing all appropriate mediums of communication—digital media (parish website, social media channels, and internet), audio and video media (including electronic bulletin boards), radio, internal print media (bulletin, brochures, flyers and posters), external print media, email messaging, and text communications.
2. Serve as a resource person to all parish program areas in implementing communications and marketing strategies and plans for parish ministries to assist in evangelizing our members and others.
3. Research and hunt for stories, testimonies and relevant parish information to share through various mediums of communication, coordinate and update content on a regular cycle, and push/pull communications to/from appropriate channels.
4. Design, write, edit and publish bulletins and pulpit announcements, including other collateral, as well as business publications such as the parish annual report, parish directory and handbooks.
5. Update and manage electronic bulletin boards with appropriate and timely content.
6. Update and maintain the parish website as webmaster, and manage social media and other communications in partnership and coordination with the Communications Committee of St. Patrick.
7. Create and implement a strong Search Engine Optimization (SEO) strategy through the use of keywords, back-linking, alternative text, and local linking.
8. Write, shoot, produce, edit, publish and duplicate audio and video promos and presentations for various parish initiatives.
9. Contact and arrange for a photographer regarding photography needs, and create a Digital Asset Management System to assist in managing our photos, images and video content.
10. Develop, implement, track and monitor the volunteer ministry program of the parish. Encourage and provide a means for members to discover their spiritual gifts and use them for ministry. Develop a comprehensive system to establish volunteer position descriptions and identify and recruit people to fill positions according to their interest and giftedness. Work with appropriate staff and committees to implement the system in their areas of responsibility. Develop a parish-wide program to support and recognize volunteers. Regularly evaluate and refine volunteer ministry.



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11. Provide parish event management support by sourcing speakers and events, creating event-specific registration websites, event planning guides/resources, and training the volunteer event coordinator(s) on how to utilize event-specific websites and tools to manage their events. Develop marketing collateral to promote events, and provide event planning guidance for successful event outcomes.
12. Recommend selection of vendors needed for communications projects, negotiate related service contracts and fees, and coordinate communications work sent to outside vendors.
13. Serve on the parish Communications Committee and attend committee meetings.
14. Provide administrative support in the parish office, greet and serve parishioners and other visitors as needed, and assist with a wide variety of parishioner services.
15. Perform other related duties as assigned.

### **Necessary Knowledge, Skills and Abilities:**

- Interest and aptitude for furthering the mission of St. Patrick Catholic Church.
- Knowledge of the teaching and practices of the Catholic faith with experience in evangelization through communications.
- Ability to work as a team player with parish leadership, staff, parishioners, vendors, visitors and volunteers, promote good communications within and outside the parish, and present a positive image of the parish.
- Discretion and ability to keep knowledge gained from work in strict confidence and maintain professionalism at all times.
- Ability to keep the communications and volunteer ministries on track spiritually and technologically.
- Ability to recruit, lead and work with a wide variety of volunteers.
- Self-motivated, artistic, creative and innovative with the ability to multi-task under a minimum of supervision.
- Organize multiple projects effectively, be flexible and adaptable to new and changing situations, and meet multiple deadlines on a daily basis.
- Fluency in the English language to include a sound grasp of spelling, grammar and punctuation in writing, editing and proofing information for publication.
- Familiarity with developing and updating websites, website content management systems, social media platforms, and audio/video development tools and technologies.
- Proficient use of Microsoft Office (Word, Excel, Publisher, PowerPoint), desktop publishing and graphics design software, parish database or human resource information systems, and other related software programs.

### **Minimum Education and Experience:**

- College degree in graphics design, marketing and/or communications.
- 5-7 years of experience in a related communications or marketing occupation in a business environment.

### **Position Status:**

Salaried/Exempt

### **Reports To:**

Parish Manager