

<u>TITLE</u>	Director of Communications and Marketing
<u>AGENCY</u>	Diocese of Joliet, Crest Hill, Illinois
<u>DEPARTMENT</u>	Communications
<u>SUPERVISOR</u>	Director of Human Resources

JOB SUMMARY

The Director of Communications and Marketing is responsible for developing and distributing content furthering the mission of the diocese internally and externally. The primary role of the Director of Communications and Marketing Director is to envision and execute marketing campaigns that advance the strategic mission and goals of the diocese using communication channels such as, advertising, email, web communications, social media, print, and other methods of engaging with our Catholic community. This role is also responsible for facilitating communication with parishes, schools, and ministries.

DUTIES & RESPONSIBILITIES

- Reflect, articulate, and promote the mission, vision and identity of the Diocese of Joliet and the Catholic Church.
- Work collaboratively with various diocesan agencies and parishes to help ensure consistency of branding and messages across all channels.
- Plan, develop, and implement all communications and marketing strategies, both external and internal.
- Create, recommend, and provide communication resources and tools to share with the bishop and leaders of the different diocesan departments.
- Develop short- and long-term plans and budgets for the communications and marketing program and activities, monitor progress, assure adherence, and evaluate performance.
- Measure the overall success of a comprehensive communications and marketing program that will enhance the Church's image and position within the diocese utilizing metrics and providing actionable insights.
- Write and distribute news releases and communication pieces for the diocese, including assisting parishes and schools with media relations, crisis management, and consulting on media resources.
- Design, produce and monitor appealing digital content, including website, social media posts, podcasts, videos, web banners and images to ensure that new and consistent information (articles, photos, events, etc.) is posted regularly and in a timely manner.
- Manage the strategic and creative design of communications activities and materials of the diocese and its ministries.
- Coordinate audio-visual needs for diocesan events, including videotaping, production, and editing.
- Function as an internal consultant to bring attention and solutions to diocesan challenges and priorities.
- Work collaboratively with the various diocesan functions to assure effective internal and external communication.

OTHER DUTIES AND RESPONSIBILITIES

- Special projects
- Oversees other duties as assigned.

QUALIFICATIONS

- Bachelor's degree in journalism, marketing, and/or public relations required. Master's degree in a related field preferred.
- Minimum of ten (10) years previous experience in public relations, communication, and marketing in a comparable position with demonstrated success.
- Thorough knowledge of communication principles and practices with exceptional ability to communicate effectively, both verbally and in writing.
- Skills in audio/video production.
- Knowledge of church organizational and operations procedures.
- Strong creative, strategic, analytical, and organizational skills.
- Impeccable copywriting and copy-editing abilities.
- Ability to craft compelling messages for diverse audiences.
- Ability to make presentations, provide training, mentoring, and supervising.

- Ability to maintain effective working relationships with parishes, schools, and the media.
- Ability to manage multiple projects/priorities simultaneously.
- Work collaboratively under pressure in critical situations.
- Since this is a ministerial position, must be a practicing Roman Catholic in good standing, and must know, profess and act consistently in accordance with the doctrinal and moral teachings of the Catholic Church, and with the mission, philosophy, objectives, and policies of the Diocese of Joliet.
- Bilingual in Spanish preferred.

PHYSICAL DEMANDS¹

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform these essential functions. While performing the duties of this job, the employee is required to stand, walk, sit, and use hands to feel objects with tools or controls, reach with hands and arms, talk, and hear. The employee must occasionally lift and/or move objects up to 30 pounds. Specific vision abilities required by the job include close vision, distance vision, depth perception, and the ability to adjust focus.

WORKING CONDITIONS

Monday through Thursday 8:00 a.m. to 4:30 p.m., Friday 8:00 a.m. to 1:00 p.m. Weekend and evening work as required.

If you are interested in the outstanding opportunity, please send your resume and cover letter to humanresources@dioceseofjoliet.org. No phone calls, please.

¹This document is not intended to be a comprehensive list of work-related functions. All duties and work conditions listed are subject to change at the discretion of the Diocese of Joliet Management. The Diocese of Joliet will, in compliance with the Americans with Disability Act (ADA), accommodate essential job functions whenever feasible.