

POSITION TITLE: Director of Communications

DEPARTMENT: Communications

REPORTS TO: Office for the Bishop

FLSA STATUS: Exempt

SALARY: Commensurate with experience

GENERAL DESCRIPTION:

The Director of Communications oversees the strategic implementation of all external communications from the diocese. This includes the management and oversight for all digital and print media, media relations, social media, institutional marketing, branding, and web design. The director also serves as the liaison for media relations and crisis management and is the designated spokesperson for the diocese. The Office for Communications closely collaborates internal communications and information technology to provide the necessary support and guidance relating to the development of policies and any service solutions required by the diocese.

SUPERVISION RECEIVED:

This position falls under the Administrative branch of the diocesan structure. The director will work closely with the Office for the Bishop and the Vice Moderator of the Curia.

SUPERVISION EXERCISED:

This position directly supervises personnel in Digital and Print Media Communications, Graphic Designer, Social Media, Web Designer, Information Technology and Administrative Assistant. Provides oversight of freelance contributors, interns and external vendors, including but not limited to translators, editors, photographers and videographers.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The responsibilities described are representative of those that must be met by the employee to successfully perform the essential functions of this role.

- Ensure articulation of the Diocese of San Diego desired image and position. Ensuring consistent communication of the former to all constituencies, both internal and external.
- Responsible for editorial direction, design, production and distribution of all diocesan issued content both digitally and print including the Southern Cross.
- Coordinate Diocesan, Parish and School Crisis Management and all Media Relations.
- Develop a communications advisory circle that serves as a sound board for digital and print communications.
- Explore new areas of growth & development that expand the digital presence of the diocese. Such as the development of a diocesan app.
- Develop communications standards for schools and parishes.
- Develop and provide publishing templates and tools, services, and resources for parishes and schools.
- Provide trainings, and formation opportunities for diocesan and parish leadership.
- Ensure public view and perception of the Diocese of San Diego is accurate and favorable.
- Along with the Graphic Designer, develop a visual identity standards/branding manual that ensures uniformity of diocesan brand.
- Supervise the work activities of the Communication staff.

- Participates on committees on the local, regional and national level and special projects as assigned.

PERFORMANCE EXPECTATIONS: KNOWLEDGE, SKILLS & ABILITIES

- Demonstrated proficient and effective written and oral communications skills.
- Excellent communication, leadership, organizational, and planning skills.
- Demonstrated professional expertise and exercising a diplomatic and professional demeanor in stressful environments.
- Ability to manage and prioritize multiple projects and deadlines.
- Creative thinking, open and willing to move the department forward.
- Experience across all disciplines of communications, journalism, media, radio, television, marketing, publications, web and graphic design.
- In-depth understanding of social media platforms such as: Facebook, Twitter, Flocknote, Instagram, and publishing tools such as WordPress.
- Experience in analyzing situations and provide professional and strategic responses.
- Media engagement experience
- Specialty in crisis management
- Ability to critically evaluate and respond to crisis situations and media inquiries.
- Must be able to work evenings, weekends and respond swiftly when crisis arise.

QUALIFICATIONS:

- Minimum Bachelor's Degree in Communications, Strategic Marketing, Public Relations, Journalism, English or related field. Master's Degree Preferred.
- A minimum of 5-7 years' experience in Communications, media relations, crisis management, publications, or related field.
- Must be a practicing Catholic, knowledgeable in their faith and in good standing.
- Comprehensive understanding of parish and diocesan structures.
- Demonstrated professional expertise in the area of crisis management and media relations.
- Strong interpersonal and management skills with proven positive work ethic.
- Ability to develop a strategic and forward thinking vision for the communications office.
- Bilingual and Bi-literate in English/Spanish Preferred.

Resumes will be accepted through October 15, 2020.

Please submit cover letter, resume, and salary requirements to mgiddens@sdccatholic.org