

Diocese of Sacramento

JOB DESCRIPTION

DEPARTMENT: Communications

POSITION: Director of Media & Communications

CATEGORY: Exempt Full Time

SUPERVISOR: Vice-Chancellor

JOB DESCRIPTION:

The Director of Media and Communications oversees and coordinates the planning, development, and implementation of the Diocese of Sacramento's communication strategies. This includes providing technical support for multiple social media accounts, web assets and web-based services. This position works closely with departments within the Pastoral Center to provide leadership, training and direction for effective use of social media and print material.

The Director of Media and Communications serves as the first point of contact for the media, distributes media statements and releases as needed, and actively pitches positive news stories to local and regional media.

In addition, this position supports parish efforts and offers training and consultative service to parishes, diocesan agencies, and ministries in the use of social media and websites.

ESSENTIAL FUNCTIONS:

Communications / Media Contact: Serve as the first point of contact for the media; process media requests promptly, notifying Bishop's Office, communications consultants and, where appropriate legal counsel. Distribute media statements and releases as directed by the Bishop's Office. Act as a first point of contact for follow-up questions, channeling these to the communications team and Bishop's Office for review/response. Monitor print, broadcast and internet news outlets for stories or posts that involve the diocese, issues of interest to the diocese, or that mention diocesan leadership or services. As needed, share a summary of each day's news with leadership team. Review all diocesan communications, including publications, social media posts and parish bulletins to identify opportunities to share the diocese's messages with media and key audiences. Maintain a positive working relationship with local reporters and editors by being responsive and helpful wherever possible. Assist in preparation of the diocese's messaging and strategy on key topics and/or in response to media inquiries. Actively pitch positive news stories to local and regional media in coordination with diocesan leadership and communications team.

Social Media: Design and implement social media strategy. Generate, edit, publish and share engaging content regularly on the Diocese of Sacramento's social media (e.g. original text, photos, videos, resources, and news). Communicate with followers, respond to queries in a timely manner and monitor customer reviews.

Evaluate existing and emerging tools and push-technologies in the context of the Diocese of Sacramento communication goals for various target audiences. Develops networks or lists for these audiences. Advise, train, and assist department directors in the use of technology to communicate. Manage and support existing New Media accounts and provide technical support when needed.

Website Maintenance: Manage, maintain and update website using assigned content management system. Work cross-functionally with other departments to edit content, implement navigation best

practices, graphics, forms and implement new templates, as required. Manage and analyze web analytics and make recommendations accordingly. Adhere to compliance and web visitor privacy policy.

Graphic Design: Designs marketing collateral as assigned. Manages or advises on all aspects of the Diocese of Sacramento design and brand ensuring that the SCD branding and graphic standards are consistent.

Electronic Communications: Implementation of email communications and surveys that correlate to diocesan communications strategy. Work cross-functionally with other departments to edit content, obtain required approvals and maintain email lists. Co-manage 3rd party communication vendors such as FlockNote and Formstack.

Parish Outreach: Provide resources, training and consulting services to parishes on using new media, the Internet and technology to enhance parish ministry and better communicate to parishioners and the outside community.

Additional tasks as assigned by the Vice-Chancellor.

MINIMUM QUALIFICATIONS:

- Undergraduate degree in marketing, communications, public relations, journalism or similar field
- Formal education/training or extensive experience with the following:
 - Technology: Laptops, Projectors, Presentation Computer, Video Recording Equipment, Audio Equipment, Mac and PC platforms, Translation Equipment, 2-Way Radios
 - New Media: Facebook, Twitter, Google+, Instagram, MailChimp, FlockNote, Vimeo, YouTube, LiveStream, Pinterest, etc.
 - Design and Video: Apple Pages, Canva, iMovie, Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere, Audition)
 - Website, Hosting and Content Management Systems: WordPress, Drupal, eCatholic, Domain Registrar, Hosting, Weebly, Wix, HTML, CSS
 - Web Based Applications: Formstack, Survey Monkey, Authorize.net, Square Payments, Google Apps
- Five or more years' experience in a related field
- Able to work occasional evenings and weekends
- Experience working with people from diverse cultural backgrounds
- Non-profit experience particularly in Church matters is a strong plus
- Excellent communication and organizational skills
- Practicing Catholic in good standing required