

DIOCESAN ADMINISTRATION

POSITION DESCRIPTION

POSITION TITLE: Director, Communications

FLSA: Exempt

SECRETARIAT: Development & Communications

STATUS: Full-time

ACCOUNTABILITY:

The Bishop of Manchester is the visible principal and foundation of unity in the particular diocese entrusted to him. In a unique and visible way, he makes Christ's mission present and enduring as Shepherd of the Christian Community. In order to fulfill his mission, the Bishop employs suitable, chosen collaborators (clerics, religious, or lay people). He shares with them the apostolic mission and entrusts various responsibilities to them.

Each position employed in the Chancery helps to extend the ministry of the Bishop in particular ways as outlined in the position description. All employees of the diocesan administration assist the Bishop of Manchester in serving the parishes, schools and institutions of the Catholic Church in New Hampshire.

This position reports directly to the Cabinet Secretary for Development and Communications, is accountable to the Bishop of Manchester.

POSITION OVERVIEW

The goal of this position is to share the Good News of Jesus Christ to all in New Hampshire. Position is responsible for the development and implementation of a communications strategy to support the Bishop's vision, the Diocesan mission, and strategic plan. This position is responsible for creating and managing communications strategies, tactics, and tracking results to increase stakeholder engagement while working across multiple traditional and digital communications vehicles and platforms. Position works under the direction of the Cabinet Secretary for Development and Communications, in close collaboration with senior staff, cabinet secretaries, and the Bishop of Manchester.

ESSENTIAL JOB FUNCTIONS

1. Develop, implement, and evaluate a comprehensive communications strategic plan across the Diocese including developing annual communications plans and calendars, timelines, and budgets in support of Diocesan mission and initiatives
2. Lead communications and marketing efforts around diocesan campaigns and events, including liturgical celebrations, public celebrations, observances, and fundraising events or campaigns

3. Under direction of Cabinet Secretary, manage media contacts and distributing media releases; including press outreach for story development and utilization of internal subject matter experts. Act as spokesperson when required
4. Manage key strategic projects including solidifying brand identity and guidance, catalyzing crisis response protocols and manage when needed, digitizing print materials, and expanding digital media reach and engagement
5. Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, overseeing *Parable* magazine, diocesan newsletters, brochures, and digital media; provide quality control, ensure precision and high-quality production of all communications materials
6. Manage communications services and support for parishes; serve as communications and media resource for parishes, ministries, and schools
7. Effectively lead and manage communications team and Communications Office budget; manage and oversee the use of any outside vendors or contractors
8. Share responsibility with the Office of Legal Services for copyright education and compliance
9. Completing projects and assignments as assigned by the Bishop or the Cabinet Secretary for Development and Communications

EDUCATION, EXPERIENCE, AND SKILLS REQUIRED

1. Bachelor's degree in Communications/Marketing, English, Business, Journalism, or other related field required. Master's or graduate degree preferred
2. 7 -10 years experience as a communications or marketing professional
3. Practicing Roman Catholic who is registered and active in a parochial or religious community
4. Demonstrable ability to produce creative communications strategies; strategic planning experience for a department/organization experience preferred
5. Outstanding verbal and written communication skills
6. Strong track record as an implementer with history of project management; results oriented
7. Experience in digital and contemporary communications; including digital media engagement and analytics
8. Proven management and team leadership experience
9. Proficient in use of Microsoft Office tools such as Outlook, Word, Excel, Publisher, and PowerPoint; knowledge of other tools such as the Adobe creative suite (e.g., Photoshop, Illustrator, InDesign, Premiere Pro, etc.) is helpful.

ENVIRONMENT:

1. Office or cubicle in clean, well-lit and environmentally comfortable area or working remotely (e.g., from home).
2. Approximately seventy percent of time spent in Diocesan Administration building or working remotely; thirty percent visiting and working with parishes and schools across the state

3. Frequent hand manipulation in the use of office equipment, processing of paperwork, etc.; minimal physical activity such as twisting, bending, kneeling required
4. Other physical activity generally limited to moving from one area to another