



## DIOCESE OF DALLAS

PASTORAL CENTER		JOB DESCRIPTION	
<b>Position Title:</b> <b>Communications/Marketing Director</b>		<b>Department:</b> <b>Communications / Marketing</b>	
<b>Reports to:</b> <b>Pastor</b>		<b>Date:</b> <b>December 2022</b>	
<b>Classification:</b>  <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non Exempt (Hourly) <input type="checkbox"/> Non Exempt (Salaried)			

### General Summary of the Position

Manage and oversee all creation and implementation of external communications to represent St. Mark the Evangelist Catholic Church including but not limited to maintaining consistent branding and design for materials in print & digital formats including social media accounts. This position requires routine editing and monitoring across all platforms including the parish website. The individual must have literate and verbal proficiency in English and Spanish.

### Essential Duties and Responsibilities of the Position

- Manage the content creation in both English and Spanish for parish-wide publications including the Bulletin, Social Media, Website, Newsletter and Digital Displays
- Collaborate with Parish Clergy, Staff, and Ministry Leaders to create compelling content and effective marketing plans
- Act as brand manager, responsible for safeguarding how the parish brand and mission are portrayed in all communication including (but not limited to) print, email, social media, web, etc.
- Create digital media and print marketing materials for seasonal events (Advent, Easter, Lent)
- Create, edit and publish weekly Sunday bulletin
- Organize and arrange Sunday Announcements, including cantor, priest, and pulpit announcements for Liturgy Department to provide to the priest prior Mass.
- Compose the weekly electronic newsletter (FlockNote) to present a clear, organized and unified message for St. Mark

- Compose acknowledgement letters for donors of significant amounts to be determined by the Business Manager.
- Design promotional materials for parish-wide publications including banners, prayer cards, bulletin inserts, posters, flyers, cards, signage, mailings, etc.
- Design an annual stewardship report to effectively communicate the use of financial resources for the advancement of the parish mission
- Manage and update the parish website to ensure timelines and consistency of messages.
- Post a variety of communication (pictures, articles, videos, etc.) on the website.
- Manage and update the parish social media accounts (Facebook, Twitter, Instagram) to increase organic impressions and engagement
- Photograph and/or video parish events for digital content and print publication
- Responsible for the Live Stream of Sunday Masses and other special liturgies, including Holy Days
- Coordinate the live stream of private liturgies such as funerals, baptisms etc.
- Manage parish digital asset library for content creation
- Work closely with church, school, and ministry leaders to effectively develop communication messages for parish-wide and specific audiences
- Design the annual parish liturgical calendar
- Manage communication to the parish via the Narthex Slides
- Collaborate with external media outlets such as Texas Catholic, Revista Catolica, Plano Newspaper, Catholic Neighbor, Pro-Life, etc., providing digital content such as articles and photographs
- Lead the Stewardship Program for the Parish, coordinating staff and volunteers to facilitate the marketing and communication of the program to the Parish -- including a strategic stewardship plan and its daily implementation, educating parishioners on the importance of giving time, talent and treasure
- Lead the annual North Texas Giving Day Campaign, designing and creating promotional materials to drive donations
- Create seasonal appeal materials for Easter/Christmas
- Assist in additional duties per request by the Pastor

## **Position Requirements**

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

- Must possess a servant-leadership mindset
- Must be able to thrive with minimal supervision
- Ability to manage time and prioritize accordingly
- Must be a Catholic in good standing.
- Advanced MS Office experience, including Outlook, Word, PowerPoint, Excel; Apple (iOS) platform experience beneficial.

- Excellent oral and written communication skills, with proven proficiency in copywriting and translating in English and Spanish
- Working experience with Photography and Videography – including photo and video editing on Adobe Software
- Experience in print production
- Experience maintaining brand guidelines and standards.
- Must possess attention to detail and design, proven through portfolio work
- Excellent interpersonal skills and ability to work well in a team environment
- Working experience with Adobe InDesign, Illustrator, Photoshop, LightRoom, and Premiere Pro and Canva
- Working experience with website design and management (eCatholic preferred) with a basic understanding of HTML, CSS, and JavaScript.
- Bilingual (English and Spanish) required
- Frequent evenings and weekends, including Catholic feast days and Holy Days of Obligation

**Preferred Qualifications:**

- Bachelor's Degree in Marketing, Communication, Graphic Design, or related field, or comparable experience.
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