

Director of Communications

General Summary

PURPOSE: The Director of Communications is responsible for designing, implementing, overseeing, and evaluating the communications plan for St. Vincent de Paul Catholic Church through the effective use of marketing and communication strategies, including, but not limited to, both the written word and visual presentation.

SUPERVISORY RESPONSIBILITY: Website, bulletin, all print materials, branding, social media, Flocknote, video and photography

BUDGETARY RESPONSIBILITY: Communication

Major Areas of Responsibility

Marketing and Technology

- Design, write and facilitate the production of print materials:
 - Annual mailouts, ministry brochures, annual report; special or event holiday publications, flyers, signage, and other materials
- Manage and create weekly bulletin to produce effective communication of programs and events
- Manage and update church website daily with latest information of programs and events
 - Monitor and analyze data from Google Analytics
- Manage church social media (Facebook, Instagram); help develop and monitor Youth Ministry social media; be a secondary support to the School's social media efforts
 - Design, create and implement social media campaigns using graphics and video
 - Monitor and respond to messages and comments, deleting and blocking when necessary
- Manage and oversee Flocknote for the church
 - Create weekly Flocknote communications for the parish ministries as well as special e-newsletters for holidays and events
 - Assist ministry leaders in Flocknote management and troubleshooting
 - Assist school in Flocknote management and troubleshooting
- Oversee placement of event information around campus, both digital and print
- Lead large-scale video and photography projects
- Stay up-to-date on new social media, technology, and marketing tools
- Act as primary parish photographer of events and parish life
- Oversee parish livestream efforts in partnership with IT department, ensuring our live presence is welcoming and engaging and design graphics needed for livestream content
- Manage parish business profiles on Google; responding to reviews and ensuring accurate information; manage and oversee parish YouTube Channels
- Serve as a liaison with SVdP School staff to assist in marketing and recruitment efforts
 - Assist school as needed with online and print materials to promote school admissions and recruitment efforts in partnership with school leadership

Public Relations

- Community reporter of parish information to local media
- Preserve and promote the parish image in the community
- Liaison to the Archdiocesan Communications Department
- Write and send press releases, features and pitch stories to local media

Education, Training, Recruitment

- Educate staff and ministries on the effective use of marketing and communications strategies in church work
 - Ensure staff is up to date on best practices using platforms such as Flocknote, eCatholic and Canva
- Recruit and train volunteers to assist in parish communication plan
- Provide leadership in strategy and ideas

Stewardship, Development, and Hospitality

- Work with Mission and Discipleship and Stewardship/Development offices to create digital and print marketing materials to better welcome new families to the parish and keep current families in the know in regards to parish events and future growth
- Coordinate communications efforts around special events, chiefly Diocesan Services Fund (DSF), Catholic Extension Society Lenten almsgiving appeal, future Capital Campaigns, and the annual parish fall festival
- Offer ideas for creating hospitality in all aspects of the parish campus through effective communication
- Be visionary in ways to engage the parish community not already connected to a ministry

Professional Growth and Performance

- Demonstrate positive interpersonal skills in working with staff, parishioners, and community
- Stay up-to-date with developments in technology and marketing
- Seek out and attend conferences on new advances in church communications and marketing
- Participate in staff meetings, retreats, and training
- Engage in continuing education regarding Catholic Church
- Maintain professional attitude, appearance and manner

Other Duties as Assigned

Required Knowledge and Skills

- Undergraduate degree in communications or related field
- Previous work experience in communication, marketing, journalism or a related field
- Computer Skills: Canva, MS Office and/or Mac programs including Word, Excel and Publisher, PowerPoint; Adobe Acrobat; Adobe Suite (Photoshop, InDesign, etc.); General understanding of content management systems; other programs applicable to marketing and communication
- Advanced understanding of graphic design
- Proficient in utilizing social media and implementing strategies
- Advanced understanding of Flocknote
- Excellent interpersonal skills
- Public speaking skills
- Safe environment trained
- Ability to maintain confidentiality

Physical Demands

Regularly required to talk, hear, and listen attentively. Frequently required to stand, walk, use hands, reach, stoop, kneel, crouch, climb stairs, or crawl. Occasionally required to lift and/or move up to 20 pounds. Specific vision abilities include close vision, distance vision, color vision, and depth perception. Reasonable accommodation may be made in accordance with ADA and ADAAA guidelines.

Working Conditions

- Full Time, no less than 40 hours per week
- Some evening and weekend work will be required

To apply, please submit a resume and cover letter to npena@svdp-edu.org or post them to:

St. Vincent de Paul Catholic Church
Attn: Nora Pena, Business Manager
6800 Buffalo Speedway
Houston, TX 77025

Please no telephone calls