

Job Title: Communications Coordinator
Location: Saint Mary Parish, Kenosha, WI

A Vision of this Ministry

Communications Ministry reaches the congregation and our community through various media in order to inspire, inform and invite participation in the life, mission and purpose of the Church.

Primary Job Function

The part-time Communications Coordinator will be responsible for communicating parish and ministry initiatives, programs and events among the Parish community for which the primary purpose is to provide opportunities for ongoing conversion and the enrichment of our Parish family.

Core Job Responsibilities

- Develop and implement an integrated organizational wide strategic communication plan to broaden awareness of the Church and its environments to both the surrounding communities and to strengthen the St. Mary's brand internally
- Explores and implements social media platforms
- Manages the Parish calendar
- Manage and update posts to parish social media sites such as Facebook, Twitter, etc, to ensure new content is regularly and consistently updated
- Oversee the design, development and distribution of all printed materials and communications (e.g. parish bulletins, brochures, flyers, etc.)
- Manage the evolution of the Parish website and other social media as needed; research and determine best technologies suited to help promote and advertise Parish ministries among the community
- Utilize data gathering and analysis tools, including social media and St. Mary's website. Analyze, track, measure and report on the level of engagement and the results from various communications campaigns, plans and events
- Works with Parish staff and committees supporting the Parish communications
- Maintain department budget
- Other duties as assigned by the Pastor

Minimum Education

Bachelor's Required.

Minimum Experience/Training Required

- Practicing Catholic in good standing and able to partake fully in the sacramental life of the Church
- Ability to adapt to and continually learn about new technology and marketing/advertising methods
- High energy, maturity and leadership with the ability to serve as a unifying force and to position communications
- Excellent writing/editing and verbal communications skills