



Organization: St. Alban Roe Parish

Job Title: Communications Director

Position Reports to: Pastor

February 2023

Position Summary:

The Communications Director will help shape the dialogue between St. Alban Roe Parish and members of its parish & school community, as well as with other relevant audiences and the surrounding community at large.

This position will be responsible for the implementation of a new marketing and communications plan for St. Alban Roe Parish, which aims to achieve several strategic goals for the parish community, including streamlining communications processes, communicating more effectively with current parishioners, and increasing the reach of those outside of the parish community.

The Communications Director will report to the pastor, and will work closely with parish and school leadership, to help share the brand promise of St. Alban Roe by delivering relevant key messaging to the right audiences at the right times.

Principal Responsibilities:

The Communications Director will coordinate with parish and school leadership, as well as the All Things New committee, in strategic development, organization and direction of all marketing and communications.

This position will be responsible for day-to-day management of marketing and communications operations for the parish and school, inclusive of:

- Implementing solid internal processes for internal and external communications.
- Developing a schedule for marketing and communications across appropriate channels, consistent with the parish's integrated marketing communications (IMC) plan.
- Creating marketing and communications content for various communications channels, including print and digital media (bulletin, website, social media channels and e-newsletters, etc.).
- Ensuring all content is consistent with key messaging, audience definition and brand standards as outlined in the IMC plan.
- Coordinating with various leadership members and parish stakeholders to ensure relevant parish and school initiatives, events, news updates and more are communicated appropriately.
- Proactively identifying and executing marketing/communications initiatives to help reach strategic goals of the IMC plan.
- Defining key metrics of success for marketing/communications campaigns against strategic goals.



- Developing periodic presentations and reports for leadership and other stakeholders regarding marketing field trends, SWOT (strengths, weaknesses, opportunities and threats) analysis, and campaign and goal performance.
- Acting as a liaison between the parish and school with regard to marketing/communications needs.
- Handling Search Engine Optimization (SEO) efforts for the parish and school websites.
- Managing parish and school social media channels.
- Overseeing marketing/communications project budgets.
- Performing other duties consistent with the position which may be required from time to time.

Required Knowledge, Experience and Skills

- Bachelor's degree with a minimum of 2 years of experience in marketing, communications or public relations.
- Strong knowledge of and connection with the Catholic faith.
- Strong oral and written communications skills.
- Familiarity with best marketing and communication practices.
- Experience using a variety of media, particularly social media and print publications.
- Experience with fundamental IT, including database management, data integrity processes, basic HTML code and Customer Relationship Management tools.
- Proficient with digital marketing tools such as social media, Search Engine Optimization, and basic graphic design.
- Familiarity with continuous improvement principles and processes.
- Strong organizational, analytical, management and supervisory skills, with the ability to handle multiple projects at a time.
- Attentive to detail.
- Knowledgeable in direct mail systems, including post office regulations.

Send Cover letter and resume to: applications@stalbanroe.org