



Job Description

Diocese of Charlotte

POSITION TITLE: Communications Coordinator
DEPARTMENT: St. Luke Church
REPORTS TO: Pastor
FLSA: Part-time Non-Exempt/15 hours per week

POSITION SUMMARY: The St. Luke Catholic Community is a parish of approximately 1500 families located in Mint Hill, North Carolina in the Charlotte Diocese. The Communications Coordinator creates, organizes, plans, and implements an effective communications strategy both internally and externally to meet the needs of the parish staff, ministries, and members, to convey the parish mission and vision to appropriate audiences in English and Spanish languages. Participates in parish staff meetings; works collaboratively with the pastor, staff, Servant Leadership Team [SLT], and Commission leaders; and performs other duties as assigned.

ESSENTIAL FUNCTIONS [Approx. time commitment]:

- 1. [30%] Collaboration:** As a member of the parish staff and administration team, the Coordinator will:
 - a. Attend staff meetings and relevant Servant Leadership Team [SLT] meetings to share information, and participate in decision-making regarding parish direction and activities.
 - b. Provide regular follow-up with Commissions and Ministries to ensure communication of events and successes with the parish community.
 - c. Assist ministry leaders with annual calendar of activities and collaborate with other ministries to pre-plan, engage, and avoid cross-over activities.
- 2. [50%] Marketing:** Assist and advise the pastor and SLT in marketing St Luke parish's strengths, mission, and vision for the faithful both internally and externally to the surrounding community. Envision and implement a consistent strategy to convey St Luke parish to appropriate audiences using a mix of communication methods. Collaborate on graphics to be shared with Bulletin/Email/AV staff for consistency through all media.
 - a. Social Media:**
 - i. Develop and implement the parish's social media content calendar, including gathering media support and writing caption copy that is engaging, relevant, and consistent.
 - ii. Monitor social media channels on a day-to-day basis.
 - iii. Use analytics to inform and improve plans.
 - b. Website:**
 - i. Review and edit for outdated information and offer suggestions for changes to be submitted for update/collaboration and add additional content relative to announcements, ministries, and events.
 - ii. Review calendar events to ensure they are appropriately assigned as special events (if applicable) and verify graphics and contact information are included and up to date.
 - iii. Coordinate needs with parish staff and ministry leaders.
 - c. Digital Signage/Sanctuary Graphics** - Collaborate with the AV Ministry Coordinator to create content for livestream and screen announcements.
 - d. Print Materials**
 - i. Collaborate on graphics for the Parish bulletin, social media, and AV screens related to logos/ministry activities. Offer suggestions to the bulletin staff for layout/content.
 - ii. Ensure that ministry information and content is provided in a timely manner to keep up to date the printed bulletin template while maintaining consistency in voice and brand.
 - iii. Assist parish ministries in creating promotional materials or flyers, especially for stewardship events like ministry fairs and newcomers' welcome packets.



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e. E-Mail

- i. Review/collaborate on graphics and information for parish email blasts in a timely manner.
- ii. Strategize parish-wide and direct marketing email blasts to share parish activities.

f. Photography/Video: Coordinate for events and manage the parish's digital archives/library.

3. **[15%] Financial** - Coordinate with the Cornerstone Capital Campaign to educate, update, and engage parishioners in regard to building our new church and campus.
4. **[5%] Outreach** - Liaison with outside press and coordinate with Diocesan Catholic News Herald to promote parish news.

EDUCATION, EXPERIENCE AND SKILLS REQUIRED:

1. BS/BA in Communications, Marketing or a related field; OR equivalent work experience required.
2. Minimum of 2 years' experience working in communications, graphic design, social media, and/or design management or equivalent experience in a related field.
3. Practicing Catholic with an understanding of evangelization and abides by the teachings and dogma of the Roman Catholic Church. Ideal candidate would be an active and current or future member of St Luke parish.
4. Professional and positive team player in all aspects of the job responsibilities.
5. Excellent language and communication skills, both written and spoken word.
6. Fluency in speaking, reading, and writing in Spanish *preferred*.
7. Demonstrated competence utilizing all forms of communication to positively engage parish including relevant social media/virtual platforms and electronic communications. Familiar with Wix website design.
8. Proficient with MS Suite [Word, Excel, Publisher, PowerPoint etc.] and a parish database management system, such as Constant Contact, *preferred*.
9. Familiar with graphic design and video editing software/platforms such as Canva or Adobe Suite. Proficiency *preferred*.
10. Must be well organized with the ability to prioritize multiple projects and have a system for following up with pending issues.
11. Must be able to pass all employment screening requirements and adhere to all policies and procedures as outlined in the employee handbook for the Diocese of Charlotte.

WORKING ENVIRONMENT: This position will involve some remote work hours and will require some evening and weekend work.

PHYSICAL DEMANDS: *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is required to stand, walk, stoop, talk, reach, sit, grasp, hear and perform repetitive motions of the hands/wrists. Must occasionally lift and move items up to 20 pounds.

Interested candidates should submit a cover letter and resume to <mailto:Jobs@stlukecatholicminthill.org>