



# Job Description

## Diocese of Charlotte

**POSITION TITLE:** Communications Coordinator  
**DEPARTMENT:** St. Luke Church  
**REPORTS TO:** Pastor  
**FLSA:** Part-time Non-Exempt/ 15 to 18 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:**

1. As a member of the parish staff and administration team, attend staff meetings and servant leadership team meetings to share information and participate in decision-making regarding parish direction and activities.
2. **Brand Management:** Assist and advise the Pastor and SLT in managing and strengthening the parish brand. Envision a marketing strategy to appropriate audiences using a mix of communication methods. Create graphics to be shared to Bulletin/Email/AV staff for consistency through all mediums.
3. **Social Media:**
  - a. Develop and implement the parish's social media content calendar, including gathering media support and writing caption copy that is engaging, relevant and consistent.
  - b. Monitor social media channels on a day-to-day basis.
  - c. Use analytics to inform and improve plans.
4. **Website:**
  - a. Post and maintain content on the parish website relative to announcements for ministries and events
  - b. Ensure that calendar events are appropriately assigned as special events if applicable.
  - c. Check special event calendar events for accuracy and included graphics.
  - d. Coordinate needs with parish staff and ministry leaders.
5. **Digital Signage/Sanctuary Graphics**
  - a. Provide the AV Ministry Coordinator content for livestream and screen announcements.
6. **Photography/Video:** Take and edit photos and videos and manage the parish's digital archives.
7. **Print Materials**
  - a. Provide graphics for the Parish bulletin related to logos/ministry activities. Offer suggestions to the bulletin staff for layout/content. Ensure that ministry information and content is provided in a timely manner to keep up to date the printed bulletin template to maintain consistency in voice and brand.
  - b. Assist parish ministries in creating promotional materials or flyers, especially for stewardship events like ministry fairs and newcomers' welcome packets.
8. **E-Mails**
  - a. Provide graphics and information for Parish email blasts in a timely manner, recognizing the need to avoid "overload" of general emails to the Parish so they remain visible and important.



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Strategize parish-wide and direct marketing email blasts to share parish activities.  
b. Develop a subscription based regular newsletter to highlight multiple initiatives/opportunities and evangelistic storytelling.

### **OTHER RESPONSIBILITIES:**

1. Regular follow-up with Commissions and Ministries to ensure communication of events and successes with the parish community.
2. Coordinate with the Cornerstone Capital Campaign to educate, update, and engage parishioners in regard to building our new church and campus.
3. Liaison with outside press and coordinate with Diocesan Catholic News Herald to promote parish news in keeping with the advertising budget.
4. Facilities management duties to include stocking of supplies, assisting ministry leaders with/reminders of calendar requests and use of shared spaces. Adherence to safety protocols including COVID related requirements.

### **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, design management, and/or video editing.
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 reading and writing in Spanish preferred.
7. Demonstrated competence utilizing all forms of communication to positively engage parish including social media [Facebook, Instagram, YouTube, 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, complete safe environment training and monthly bulletins, and adhere to all policies and procedures as outlined in the employee handbook for the Diocese of Charlotte.

### **WORKING ENVIRONMENT:**

This position may 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.*



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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>**