

**TITLE:** Communications Associate

**START DATE:**

**REPORTS TO:** Pastoral Associate

**STATUS:** Part Time (20-29 Hrs/week) / Hourly / Non-Exempt

### **I. Position Description**

The Communications Associate, in consultation with pastor and parish staff, demonstrates effective leadership in directing the parish's internal and external communications. This would include both on and offline material.

### **II. Primary Roles and Responsibilities**

1. Actively participates in the creation, development, and maintenance of the parish (school, Christian formation & church) website that is accurate, up to date, attractive and interactive.
2. Social Media Management: makes use of current social media such as, Facebook, Twitter, YouTube, Blogger, electronic newsletters, podcasts, etc. to reach intended audiences.
3. Coordinate documentation of parish activities in photo/video and coordinate media presence.
4. Coordinates efforts to advertise church & school activities, functions, liturgies and general information in the local community.
5. Coordinates marketing efforts to promote enrollment our parish school.
6. Coordinate mailings for parish ministries and organizations
7. Update, on a weekly basis, the bulletin boards in the parish lobbies
8. Coordinate development of material for and use of projection equipment and display monitors in worship space, parish hall, and lobby as necessary.
9. Coordinates with parish secretary weekly Mass announcements
10. Coordinates with parish secretary the annual production of the Parish Guidebook.
11. Coordinates with parish secretary the weekly production, publication, and distribution of the parish bulletin.
12. Coordinate bulletin inserts for parish ministries and organizations
13. Attends regularly scheduled staff meetings in order to facilitate collaboration, discuss goals and objectives, and evaluate ongoing progress.
14. Continually seeks opportunities to improve outreach and communication methods, systems, and publication, and communicates recommendations to appropriate parties.
15. Regular communication with the pastoral council.

### **III. Education, Training and/or Experience**

1. Degree in Marketing, Communications, or Public or Media Relations desired
2. Experience in media and/or communications related field preferred
3. Understanding of marketing communications

### **IV. Skills Knowledge and/or Abilities**

1. Energetic, forward thinking, self-motivated and very creative.
2. Superior writing and oral communication skills
3. Creative production skills and strong editing skills.
4. Superior organizational and planning skills.
5. Proficiency in Microsoft Office software
6. Creative and ability to use website and publishing software such as: MS Publisher, Adobe Photoshop, Adobe Acrobat, etc.
7. Social Media Management: Knowledge and ability to use social media tools such as: HootSuite or similar; as well as a strong understanding of social media such as Facebook, Twitter, YouTube, Blogger, Word Press, Podcasts, electronic newsletters, etc.
8. Flexibility in work schedule and work styles given the nature of a parish, there will be evenings and weekend work hours.
9. Ability to use digital/video equipment with video editing experience a plus.
10. Strong understanding and respect for our faith and mission of our Parish.

### **VI. Additional Qualifications:**

The communications associate must understand the sensitive and public profile nature of the work of the church. The associate should adhere to the highest standards of good practices and confidentiality. The associate must be proactive in support of the church's mission statement, goals, policies and programs.

### **Send Resumes and/or Letters of Recommendations to:**

St. Peter Parish  
c/o Paul Rogers  
208 East Washington St.  
Slinger, WI 53086  
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