JOB DESCRIPTION

Position Title: Communications/Brand Specialist

Reports To: Secretariat Director of Communications

Location: Fort Wayne, Indiana

Wage: Salaried

POSITION PURPOSE

Every point of contact with the Office of Communications is marked by an atmosphere of engagement and motivation. In a collaborative spirit of teamwork, this position will advance the mission of Bishop Kevin C. Rhoades throughout the territory of the Diocese of Fort Wayne-South Bend.

This position is responsible for articulating the zeal with which the diocese desires to evangelize by helping to formulate a clear articulated message, consistent with branding for diocesan communications as well as the secular media.

This position is responsible for researching, writing and editing a variety of diocesan and marketing communications materials as well as news content for the Today’s Catholic. This position is also responsible for working collaboratively to create marketing collateral for other diocesan departments; newsletters and employee communications; speeches and executive communications. This position will also be instrumental in strengthening the official marketing brand of the Diocese of Fort Wayne-South Bend by reviewing marketing collateral and modifying as necessary to clarify meaning and to conform to corporate style guidelines and editorial policy.

It is crucial that this position provide high-level customer service and servant leadership in response to all community interactions. This position will be fully immersed in the coverage of local catholic news within Today’s Catholic and will be in constant communication with contract reporters and photojournalists. Through collaborative efforts, this position will support and provide ongoing training for marketing efforts of other diocesan departments and local catholic entities. The ideal candidate will be well versed in creative suite software and design programs to assist with graphic design and layout of a weekly newspaper as well as publication in other media platforms. In this way, this position will support cutting edge technology to increase levels of engagement with not only the local catholic faithful, but also in evangelizing to secular and non-catholic communities as well.

DUTIES AND RESPONSIBILITIES

Present a positive, professional image of the Diocese through relationships built with parishes, schools, other catholic entities and businesses within the Diocese of Fort Wayne-South Bend.

Promote local catholic engagement with the Office of Communications through relationship building and offering communications and marketing resources.
As a full participant in the Office of Communications Marketing Strategy Team, this position helps to develop concepts and ideas for advertising and marketing materials and campaigns and generates ideas with other members of the creative team. Specifically, this position will provide expertise in writing for a wide variety of communications for print, TV, radio, and the Internet.

Report weekly & monthly to Secretariat Director of Communication on individual projects.

Work with the Secretariat Director of Communications and creative team to design, develop, and deliver instructional and training materials in a variety of media (print, multimedia, Web) and formats (instructor-led, self-paced, and online). Collaborates with creative teams, technical staff, and subject-matter experts. Tests and assesses the effectiveness of training materials.

Edits, proofreads, fact-checks, and coordinates production of a variety of corporate and marketing communications materials. Ensures that communications are accurate, clear, and complete; correct in terms of spelling, grammar, punctuation, and editorial style; and that they maintain a consistent tone and voice.

Reviews marketing collateral, press articles produced by public relations team, ad copy to detect errors in spelling, punctuation, grammar and syntax, and verifying facts. Rewrites or modifies copy to clarify meaning and to conform to corporate style guidelines and editorial policy.

Be able to utilize, or be familiar with Mac design software including (but not limited to) InDesign, Photoshop and Word Press.

Engage with multiple social media platforms. Be able to design, create and implement social media campaigns.

Consult with design artists, managing editor and website designer on layout and website content.

Promotes and attends all Today’s Catholic Meet & Greet events to develop community relationships as well as other networking opportunities for the Office of Communications.

Collaborate with sales department to promote special section to support advertising revenue acquisition.

Participate in on-going training efforts to develop personally and professionally

Work with Secretariat Director to establish and build a environment of catholic storytellers to promote evangelization through the diocese.

Work interactively between multiple departments of diocese to support news story contributions

Respond promptly to all calls requesting general information.

Participate in staff meetings, diocese program events, fundraising events, and other training activities as required by Secretariat

All other duties as assigned.

**EDUCATION & RELATED WORK EXPERIENCE**

Minimum Bachelor Degree in Communication, Journalism, Marketing, Business or Administration with at least 1-2 years prior experience in marketing, sales or communication experience or a relevant combination of education and experience.

Preferred demonstrated experience in message production through writing samples. Demonstrated experience in use of computer to word process, access/update database information and manage communication processes.
**SKILLS AND KNOWLEDGE**

Capacity to solve practical problems and deal with a variety of situations, manage multiple projects while interpreting a variety of instructions furnished in written, oral, diagram, or schedule form.

Detail-oriented, able to establish courses of action for self and team in a clearly articulated and well-organized fashion.

Uses appropriate methods and styles of communication to gain acceptance of an idea, plan, activity or product.

Actively takes initiative to set and achieve goals; a self-starter who can work independently.

Willing to modify plans and behavior when necessary to meet deadlines and priorities of Bishop Rhoades.

Keeps other members of the organization informed of progress and problems. Capable of monitoring progress and coordination of assignments.

Possesses ability to write clearly, convincingly and with proper sentence structure and grammar.

Demonstrates excellent interpersonal skills in building and maintaining relationships.

Proficiency in technical design software, preferably Adobe Creative Suite.

Excellent oral communication skills reflecting solid customer service both in-person and via the telephone, capacity to use excellent communication skills in presentations and training.

Effectively collaborates with other staff across other departments and relates well in cross-cultural environments

Ability to position and promote opportunities while using time effectively and adapting to shifting priorities.

An articulated belief in the mission of Diocese of Fort Wayne-South Bend, a passionate champion and advocate for the Catholic Church.

Amiable team player that exhibits a positive attitude while working under pressure.

Capable of leaving good impressions when promoting the Diocese of Fort Wayne-South Bend.

**WORK ENVIRONMENT/PHYSICAL REQUIREMENTS**

This position will have an office at the Archbishop Noll Center, Fort Wayne. It is the expectation of the Office of Communications that this position be flexible to travel throughout the Diocese of Fort Wayne-South Bend in an effort to building relationships with local parishes, schools and other catholic entities and meet other community relations objectives as necessary. This person must be able to provide their own transportation. Person must also have a valid driver’s license and insurance. This position will be expected to maintain normal business hours as well as being flexible to conduct office hours during evening and weekends when diocesan events require it.

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 regularly required to sit and talk or hear. The individual may also be required to lift up to 10 pounds infrequently; and should be able to walk and climb stairs in order to be able to physically navigate unfamiliar facilities in various conditions. Attendance at Diocese events and client visitations requires ability to walking outside in various weather conditions. This person must be able to use hands to type on personal computer keyboard and view a computer screen for at least 5-6 hours per day.

**NONDISCRIMINATION POLICY**

Diocesan employment practices are based on job-related criteria such as one’s fidelity to the Catholic faith, individual merit, ability, experience, performance, education and training. This policy of nondiscrimination extends to all aspects of diocesan employment including recruitment, selection, compensation, training, and termination. This policy applies to all employees and shall not discriminate against any employee or applicant because of the employee’s or applicant’s race, color, national origin, age, sex, reproductive health decisions, sexual orientation, gender identity, gender expression, marital status, ancestry, citizenship, military status, familial status, genetic information, disability, or any other factor prohibited by applicable law. This policy also applies to all reasonable expenditures for travel, expenses, or other business-related activities of the Diocese. This policy applies to all personnel and does not violate any statute, regulation, or guideline of any governmental authority or applicable law.
extends to all aspects of diocesan employment including recruitment, selection, compensation, training, reasonable accommodation, promotion, transfer, and termination.
Since the distinctive and unique mission of the Diocese is primarily religious, the Diocese will, whenever possible, retain a Catholic in good standing to perform work for the Diocese.

POLICY FOR THE PROTECTION OF CHILDREN AND YOUNG PEOPLE
It is the policy of the Diocese of Fort Wayne-South Bend that all diocesan priests, deacons and other personnel, lay and religious, paid and volunteer, must adhere to the diocese’s Practical Guidelines for Conduct When Interacting With a Child or Young Person. All must report any suspected incident of the physical, mental, or sexual abuse or neglect of a child or young person to appropriate civil and diocesan authorities consistent with the Diocesan Guidelines on Reporting Incidents of Child Abuse or Neglect. All priests, deacons and other personnel, employee and volunteer, are subject to and obligated by this policy.

Job Description Updated April 27, 2016