

## **Job Title: Director of Marketing and Communications**

**Reports To:** Pastor and School Principal

**Position Type:** Full-Time, Exempt

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### **Position Purpose**

The Director of Marketing and Communications helps shape the visual identity and voice of our parish and school by managing our website, social media, weekly publications, and promoting our events. This role builds community engagement and coordinates consistent messaging across digital and print media. All initiatives must align directly with the parish mission and Roman Catholic Church teachings.

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### **Core Responsibilities**

#### **1. Strategic Communication & Brand Management**

- Define the overall communication strategy for the parish and school.
- Maintain a cohesive visual identity and branding across all platforms, logos, and materials.
- Update and manage the Digital Media Guideline policy.
- Update and manage the Do Not Publish List for minors.
- Write clear press releases and coordinate responses for local media inquiries.

#### **2. Digital Media Management**

- Maintain, update, and improve the user experience of the parish and school websites.
- Manage official social media accounts including Facebook, Instagram, and YouTube.
- Create engaging video, photo, and text content to drive digital discipleship.
- Monitor online community engagement and respond promptly to public inquiries.
- Oversee parish and school digital communication tools.

#### **3. Print & Publication Production**

- Design, write/edit, compile and distribute the weekly digital school newsletter and the monthly parish Common Threads newsletter.
- Assist in current event and emergency communication as needed.
- Manage vendor relationships with printers and mailing fulfillment houses.

#### **4. Event & Campaign Promotion**

- Design campaign flyers for the parish Tapestry Program and Ministry Weekend.
  - Design promotional marketing and recruitment pieces for the school Open House, Back to School Day, Annual Fund Campaign, and Scholarship and Oak Society Award programs.
  - Assist in planning and marketing special events, including the annual Special People in Catholic Education event.
  - Track campaign analytics to measure the reach and impact of marketing efforts.
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#### **Job Qualifications**

##### **Faith & Knowledge Requirements**

- Must be a practicing Roman Catholic in good standing with the Church.
- Ability to articulate Church teachings clearly through all media channels.

##### **Education & Experience**

- Bachelor's degree in Marketing, Communications, Journalism, or a related field.
- 3–5 years of professional experience in marketing, PR, or media relations.
- Previous experience working or volunteering within a Catholic parish or diocese preferred.

##### **Technical Skills**

- Proficiency in Content Management Systems (WordPress, eCatholic, or similar).
- Expertise in graphic design tools including Adobe Creative Cloud or Canva.
- Strong photography and video editing skills for social media optimization.
- Excellent writing, editing, and proofreading skills with strict attention to detail.

## **How to Apply**

Interested candidates should submit their resume, cover letter and salary requirements to Becky O'Connor, at [boconnor@stbrigidofkildare.org](mailto:boconnor@stbrigidofkildare.org)