



ARCHDIOCESE OF  
SAN FRANCISCO



## EXECUTIVE DIRECTOR OF COMMUNICATIONS AND MEDIA RELATIONS

March 21, 2022

CATHOLIC RECRUITER ASSOCIATES

EXECUTIVE SEARCH • MANAGEMENT CONSULTING



## BACKGROUND

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The Roman Catholic Archdiocese of San Francisco is home to over 441,000 Catholics who worship in 88 parishes across three counties of San Francisco, San Mateo and Marin. The shepherd of the diocese is the Most Reverend Archbishop Salvatore Cordileone who has led the faithful of the San Francisco diocese for the past ten years.

**POSITION TITLE:** Executive Director of Communications and Media Relations

**REPORTS TO:** Vicar General and Moderator of the Curia

### **Purpose:**

The Executive Director of Communications is a Catholic communications leader who spearheads its communications strategy and builds and manages a collaborative team to implement the communications strategy. The Executive Director is intentionally Catholic and mission driven, experienced, and willing to learn and grow. The ability to write well and understand news and trends in the Church and the world, allied with the capacity to analyze and incorporate data into decision-making, is essential. The Executive Director of Communications serves on the Archbishop's cabinet.

## Major Responsibilities & Duties:

**Assists the Archbishop** in his role as a public figure in the Archdiocese and nationally.

**Communications strategy:** Works collaboratively with the Executive Director for Mission Advancement to create an effective communication strategy to include an internal and external communication plan to promote the Archbishop's and the Archdiocesan mission, ministry, and development needs.

- Works in partnership with the key leaders within the Archdiocese messaging platform through effective branding and mission driven communication.
- Directs the dissemination of important messaging to an array of audiences through the Archdiocesan communication channels.
- Tracks engagement across the various communication channels and makes strategic recommendations that are driven by data.

**Leads and supervises the communications department:** a team of communication, marketing, design and webmaster professionals.

**Leads the Archdiocesan public affairs efforts** including media outreach, press relations, crisis communications and public advocacy.

**Oversees the Archdiocesan publications**, and the creation of all digital, video, audio and printed Archdiocesan media content, including oversight and management of all archdiocesan communication vehicles, as well as, but not limited to the website, social media presence, brochures, flyers, publications, newsletters, and documents."

**Assists** parishes, elementary schools, Archdiocesan high schools, Saint Patrick's Seminary & University, the pastoral center and the cemeteries with media relations and consults on media resources.

**Develops** and effectively coordinates a strong base of outside vendors, including, but not limited to photographers, freelance writers, graphic designers, web designers and Spanish and Chinese translation services.

**External relationships within the Church:** Develops and maintains relationships with communication organizations within the Church both on a national and regional level, including the USCCB, the California Catholic Conference of Bishops and other Catholic groups.

**Serves** as a member of the Archbishop's Cabinet.

**Budget:** Creates and effectively manages the communications department budget to ensure compliance with all Archdiocesan finance procedures.

**All other duties** as assigned by the Vicar General & Moderator of the Curia.



## Qualifications:

- An effective leader with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
- Sincere commitment to work collaboratively with all groups, including staff, leadership, volunteers, donors, parishioners and other supporters of the Archdiocese and the Archbishop.
- Thorough knowledge of communication principles and practices with exceptional ability to communicate effectively verbally (both orally and written).
- Thorough knowledge of church organizational and operations procedures preferred.
- Creativity, decision-making, interpersonal skills, use of discretion, teamwork, negotiation, service orientation, and public relations to foster the Church's mission.
- Familiarity with the Archbishop of San Francisco's position on various topics is preferred.
- Must be able to establish and maintain effective working relationships with parishes and schools, vendors, and the media.
- A high energy professional with a strong knowledge of the Catholic faith. Must also be a practicing Catholic, in good standing with the Catholic Church and in support of the Magisterium of the Catholic Church.
- Familiarity with the following classes of tools and concepts:
  - Social Media: Facebook, Instagram, Twitter, and Snapchat etc.
  - Adobe Creative Cloud: InDesign, Photoshop, Illustrator, and Premiere Pro
  - CMS: Wordpress
  - Email communication platforms: Flocknote, Constant Contact, Mailchimp
  - CRM Databases such as Flocknote and Raiser's Edge
  - Tools such as Hootsuite and Loomly
  - Metrics such as Google Analytics
- The ability to manage a variety of key initiatives concurrently.
- Self-starter, able to work independently, and enjoys creating and implementing new initiatives.
- Computer proficiency in Microsoft Word, Internet, E-Mail.

## Education and/or Experience:

- Minimum of a Bachelor's degree (Master's degree preferred) in communications, journalism, public policy or public relations, or an equivalent combination of education and experience with a minimum of two to four years in media relations or any equivalent combination of education and experience which demonstrates the knowledge, skills and abilities to perform the above-described essential functions.
- Specific experience in church organizational and operations procedures or a complex, multi-unit organization.
- Bilingual in Spanish preferred.

**Benefits:** This position offers comprehensive benefits and retirement plan. Details are available from Human Resources.

**Compensation:** \$225k (Depending on Qualifications and Experience)

**Expected Travel:** 20-30%; minimal overnight travel

**Application Deadline:** May 15, 2022

*(We reserve the right to shorten the deadline for applications if we have sufficient interest. Please apply early to ensure your background will be considered.)*

**For consideration, please email resume to:**

Brent Morton  
Vice President  
Catholic Recruiter Associates  
[Brent@CatholicRecruiter.com](mailto:Brent@CatholicRecruiter.com)

**Note:** Only those selected for an interview with the search committee will be contacted.

Search managed by:

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