



ARCHDIOCESE OF ST. LOUIS



EXECUTIVE DIRECTOR OF COMMUNICATIONS

January 19, 2022

CATHOLIC RECRUITER ASSOCIATES

EXECUTIVE SEARCH • MANAGEMENT CONSULTING



BACKGROUND

[The Archdiocese of St. Louis](#) is home to almost 500,000 Catholics. The Shepherd of the Diocese, Most Reverend Mitchell T. Rozanski ([Archbishop](#)), leads the faithful in 178 parishes in Eastern Missouri. The Archdiocese depends on the expertise of the Executive Director of Communications to fulfill the evangelical mandate of spreading Jesus Christ's message of good news, love and forgiveness. The Executive Director of Communications is a senior member of the Archbishop's Ministry Advisors.

Position: Executive Director of Communications

The Archdiocese of St. Louis seeks an experienced, multi-dimensional communications professional capable of leading a mission-driven team with creativity, discipline and focus.

Reports to: Chancellor

Summary:

The **Executive Director of Communications** supports the Archbishop's ministry and evangelization priorities by directing, supervising and overseeing all communication initiatives for the Archdiocese of St. Louis, including, but not limited to:

- Strategic vision for communications that supports evangelization, including communications direction for all internal stakeholders: archdiocesan offices and ministries, parishes and schools.
- External and internal communications.
- Digital communications.
- Issues identification and management.
- Proactive and reactive media relations.

Essential Duties and Responsibilities:

- Work collaboratively to develop a comprehensive strategic communication plan with measurable goals, using print, broadcast and digital media, to broaden the visibility of archdiocesan ministries and the mission of the local Church.
- Support the communications elements of All Things New, a pastoral planning initiative supported by the Catholic Leadership Institute, that is focused on a vision for the future that emphasizes evangelization and re-envisioning current structures.
- Serve as an active, contributing member of the Archbishop's senior staff, providing visionary insight, counsel, policy formation and evaluation while creatively pursuing new opportunities for shared services.
- Develop and lead a talented team that creates, monitors and maintains all Archdiocesan digital communication platforms including websites, email, social media and live-streaming/video.
- Oversee timely and efficient communications with all internal stakeholders, including a weekly update memo.
- Play a vital role in the mission of evangelization through dynamic messaging and outreach across all communication platforms.
- Diligently follow and inform leadership of current and emerging issues in the digital realm, including tools, security, privacy, etc., in tandem with the IT team. Develop training and provide guidance to all internal stakeholders in all areas of message development and internal/external communication, including strategic communication planning with a digital and crisis communication emphasis.
- Maintain a high degree of professionalism and credibility with all internal and external stakeholders, including the media, with a focus on building effective and productive relationships.

- Provide public relations, digital communications and crisis management counsel to the Archbishop and all internal stakeholders. This may, at times, require consultation with general legal counsel and human resources.
- Oversee brand standards of all print, broadcast and digital.
- Provide executive oversight for the production, distribution and creative direction of The St. Louis Review newspaper and Catholic St. Louis magazine.
- Establish regular communications with direct reports; act in a timely and constructive way to remedy problems, and consistently meet quality standards and deadlines; work well in a team environment; clearly articulate purpose and vision with staff, develop goals with them, establish objectives, and follow up to ensure expectations are met.
- Utilize stewardship principles in developing and implementing an annual department budget with monthly review of office expenditures; oversee budget development, review and adherence within department ministries.
- Perform other related duties as assigned.

Knowledge, Skills, and Abilities:

- Minimum of a bachelor's degree in communications, journalism, digital communications or public relations with at least 10 years of practical work experience in communications, media relations or public relations.
- Must be a practicing Roman Catholic in good standing with the Church who has the ability to respect, promote, accommodate, and not be in conflict with the mission, moral and social teachings, doctrines and laws of the Roman Catholic faith.
- Superior writing and editing skills; must be able to present ideas in a cogent, understandable, and compelling manner. Must also be able to adjust and respond to a variety of communication styles internally while meeting tight deadlines and working in rapidly changing situations.
- Excellent oral communications skills for speaking to and interacting with the media and other stakeholders, including public speaking. Well-prepared and skilled in working respectfully with journalists. Experience in conducting news briefings, news conferences and media interviews.
- Ability to capture critical information/key points using exceptional listening skills and asking appropriate probing questions while documenting conversations and recommendations given.
- Thorough knowledge of methods and techniques for disseminating information to the public as well as facilitating internal communication among departments and agencies, including digital means.
- Demonstrated ability to establish and maintain effective working relationships with diocesan offices and agencies, pastors, parishes and schools.
- Comprehensive knowledge of major issues facing the Catholic Church in Missouri, the U.S. and the world. Currency in Catholic-based media is a must.

- Ability to exercise considerable independence and judgment with a high level of confidentiality while also keeping Archdiocesan leaders informed.
- Demonstrated experience managing crisis communication.
- Experience and proven skills in strategic planning, program development, media relations and digital communications. Eager to share the compelling story of our faith.
- Proven team builder with effective employee relations skills; proven ability to lead and motivate teams through participation, delegation, recognition and flexibility.
- Highly approachable leadership style that is engaging, results-focused and action-oriented; a predisposition to be a “leader of leaders” with a semi-autonomous team.
- Strong at organizing and prioritizing work, proactive and self-initiating.
- Proven ability to effectively resolve complex problems, follow through and manage
- Proficient with information technology including Microsoft Office Suite, website content and web analytics, and social media platforms.

Working Environment:

- This is a full-time position that will involve some evening and weekend work.
- Intermittent remote work accommodation due to Covid.
- Includes excellent benefits package.

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

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

Search managed by:

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