



DIRECTOR OF COMMUNICATIONS

| July 1, 2022

CATHOLIC RECRUITER ASSOCIATES

EXECUTIVE SEARCH • MANAGEMENT CONSULTING



BACKGROUND

The Diocese of Dallas currently encompasses an area of 7,523 square miles stretched across Dallas, Collin, Ellis, Fannin, Grayson, Hunt, Kaufman, Navarro, and Rockwall Counties. Its 69 parishes and five missions serve approximately 1.2 million Catholics and a larger North Texas community of more than four million people.

The Diocese of Dallas was established in 1890 and formerly encompassed a 120,000 square mile area spreading from Texarkana to the Panhandle, and El Paso, Culbertson, and Hudspeth Counties. Over time, the Dioceses of El Paso, Lubbock, Amarillo, Tyler, and Fort Worth were carved out of the Diocese of Dallas.

The Diocese is led by [Bishop Edward J. Burns](#), the eighth bishop of the diocese.

Position: Director of Communications

Reports To: Senior Director of Ministries

General Summary

The Director of Communications is responsible for the implementation of communication policy and programs that support the mission of the Church in Dallas. The director, under the direction of the Senior Director of Ministries, exercises responsibility for the oversight and management of the daily activity of the diocesan communication function. The director serves as the lead agent to the Bishop in all areas of internal and external communications. The Office of Communications facilitates all interview requests, fields media inquiries, and works to place positive, evangelizing, pertinent news stories in the media. In addition, the Director of Communications implements strategic communications plans in order to proactively evangelize and promote the work of the Church through a variety of communication channels.

Essential Duties and Responsibilities

- Under the direction of the Senior Director of Ministries, advances the Communications Strategic Plan for the Diocese of Dallas.
- Reviews and revises the protocols, procedures, cultural norms, and communication systems to support a comprehensive diocesan communications strategy.
- Develops, plans, and implements a systematic migration of all diocesan websites from LiveSite to WordPress (Platform, structure, content, and design).
- Creates and develops new WordPress websites, including domain and social media channel acquisition and naming strategy, software and plugin installation, troubleshooting, beta testing and launch.
- Serve as the Bishop's spokesperson for the media or designate the appropriate Diocesan representative.
- Works with the Media Relations Director in implementing strategies for working with Catholic and secular media to promote the many positive programs and services of the Diocese.
- Write and disseminate press releases and draft statements for the Bishop. Draft/edit website content, media backgrounders, print advertising, brochures; etc.
- Works creatively with the diocesan department heads to maximize publicity for special events, programs and major announcements from diocesan offices and agencies.
- Creates a centralized office providing communications resource services, such as pastoral leadership communications, spokesperson and message development, crisis communications management, media relations consultation, information policy development, and required reporting.
- Advise and plan strategies to address crises and counter potentially negative stories facing diocesan agencies, parishes, and schools.
- In close collaboration with the Office of Evangelization, Catechesis, and Family Life, Assess, Creates, and promote Catholic culture of evangelization rooted in the pastoral mission and vision of the Church using the most advanced technologies and communication.
- Coordinate on-site media at major events, which includes high profile funerals and Masses, etc.

- Work with editors, reporters, and staff of The Texas Catholic and secular media newsrooms to ensure positive and thorough coverage of diocesan events, initiatives, and programs as well as events at parishes and Catholic schools in the Diocese of Dallas.
- Build relationships and maintain contact with diocesan Directors of Communication in neighboring Dioceses and throughout the country to ensure best practices for the Diocese of Dallas.
- Other duties as assigned

Position Requirements

Knowledge, Skills, and Abilities:

- Good understanding and knowledge of the role of communications in the Church to evangelize, to teach, to give the Church a sense of identity and unity and to communicate the message of the Gospel to a contemporary audience.
- Excellent writing, editing, and oral communications skills; strong understanding of and ability to relate to the secular media.
- Faithful to the Magisterium.
- Sophisticated discernment in applying discretion and approximate security measures in the handling of sensitive, confidential, and critical information.
- Ability to proactively and speedily conduct research analysis to identify trends, emerging issues, and needs of the audience to effectively hear from and communicate to demographically diverse populations within the diocese
- Proficiency in Microsoft Office: Outlook, Word, Excel, Power Point; familiar with industry desktop publishing applications such as Adobe CC.
- Strong interpersonal skills.
- Self-motivated, with strong organizational and management skills and sense of discretion.

Education and Experience:

- BS/BA required in communications, public relations, journalism or related field.
- Five to ten years of experience in major market communications fields or communications experience utilizing multiple platforms and digital tools.

Special Requirements:

- Spanish fluency a plus
- This job description is not intended to be an exhaustive list of the duties and responsibilities of the position. The duties and responsibilities of the position may be changed at the sole discretion of the Diocese of Dallas – Pastoral Center.
- The Diocese of Dallas – Pastoral Center reserves the right to modify this job description without notice to the employee. This job description is not a contract and does not alter the employee's at-will employment status.

Benefits: Commensurate with background, education, and experience. Highly competitive and comprehensive benefits package. Details are available from Human Resources.

Application Deadline: September 1, 2022

(Note: 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:

CATHOLIC RECRUITER ASSOCIATES

EXECUTIVE SEARCH • MANAGEMENT CONSULTING

P.O. Box 967
Ridgefield, CT 06877
Phone: (203) 438-8475
info@catholicrecruiter.com
www.catholicrecruiter.com