



CATHOLIC DIOCESE
OF DALLAS



DIRECTOR OF COMMUNICATIONS

March 31, 2025

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, five missions, 36 Catholic Schools and 1 Catholic University serve approximately 1.5 million Catholics and a larger North Texas community of more than four and a half 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.

Communication as a Tool for Evangelization

Communication is a vital tool for Evangelization. The Church proclaims the Gospel to those who have never heard of Jesus and requires a first proclamation of the Gospel ("*missio ad gentes*"). The Church too is destined to repropose the Gospel to those who are baptized members of the Church but who have lost a living sense of faith. Finally, the Church supports the permanent evangelization of practicing Catholics in their various stages of conversion, sacramental life, and committed discipleship.



However, a fire can only be lit by something that is itself on fire. To communicate the Gospel with passion and conviction, the Church needs men and women striving towards holiness, who are themselves aflame with the love of Christ. This fire isn't just about words—it's about the living witness that springs from a life transformed by spirituality.

Now more than ever, the timeless words of Pope Paul VI in *Evangelii Nuntiandi* (EN, 41) apply: "Modern man listens more willingly to witnesses than to teachers, and if he does listen to teachers, it is because they are witnesses. It is therefore primarily by her conduct and by her life that the Church will evangelize the world, in other words, by her living witness of fidelity to the Lord Jesus - the witness of poverty and detachment, of freedom in the face of the powers of this world, in short, the witness of sanctity."

The Director of Communications is responsible for the implementation of communication policy and programs that support the mission of the Church in Dallas.



Dallas, Texas

Dallas is a thriving, global city with a diverse economy and vibrant culture. The city is the ninth largest in the continental United States and is the main cultural and economic center of the 12-county Dallas-Fort Worth metropolitan area with 7 million people. It is the fourth largest metropolitan area in the United States. Dallas enjoys an economy based on banking, commerce, telecommunications, computer technology, energy, healthcare, and transportation.

A vibrant educational and intellectual city, the DFW area is home to more than 12 institutions of higher learning which includes University of Dallas. Downtown Dallas has undergone an impressive expansion and energized appearance with the Dallas Arts District providing leadership. The Dallas Arts District, the largest contiguous urban arts district in the nation, spanning 68 acres and 19 contiguous blocks, is home to the City's leading visual and performing arts institutions.

The District is comprised of museums, performance halls, corporate offices, residences, restaurants, churches, and a high school for the performing arts. There are numerous opportunities throughout the Metroplex for family outings – George W. Bush Presidential Library and Museum, Dallas Arboretum, Fort Worth Botanic Garden, the Dallas and Fort Worth Zoos, and the Dallas Aquarium, to name a few. Professional sports draw large crowds: The NFL Dallas Cowboys, MLB Texas Rangers, and NHL Dallas Stars. NBA Dallas Mavericks and MLS FC Dallas offer year-round opportunities for spectators. High school and college sports are not far behind when it comes to fan participation and interest. The cityscape is punctuated by multiple skyscrapers and handsome architecture.

Iconic buildings include the Reunion Tower, JFK Memorial, and Dallas City Hall, designed by famed architect I. M. Pei. The Margaret Hunt Hill Bridge, with its signature steel arch, expands the Dallas skyline and is a notable landmark to the city's western corridor. As for weather, winters are mild, spring and fall are short, and summers are hot and sometimes humid air-conditioning reigns.



Position 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, and 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 & 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.
- Serves as the Bishop's spokesperson for the media or designate the appropriate Diocesan representative.
- Creates and implements strategies for working with Catholic and secular media to promote the many positive programs and services of the Diocese.
- 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.
- In close collaboration with the Office of Evangelization, Catechesis, and Family Life, assesses, creates, and promotes Catholic culture of evangelization rooted in the pastoral mission and vision of the Church using the most advanced technologies and communication.
- Works 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.

- Builds relationships and maintains 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.

Additional Ministerial Responsibilities:

- Manages the activities of the video contractor to ensure video coverage at special events, as well as training/formation and evangelization videos, as required.
- Coordinates on-site media at major events, which includes high profile funerals and masses, etc.
- Advises and plans strategies to address crises and counter potentially negative stories facing diocesan agencies, parishes, and schools.
- Writes and disseminates press releases and drafts statements for the Bishop. Drafts and edits website content, media backgrounders, print advertising, brochures; etc.

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, and PowerPoint; 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 & 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 Position Description is not intended to represent an exhaustive list of 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, which reserves the right to modify this Position Description without notice to the employee.

This Position Description is not a contract and does not alter the employee’s at-will employment status.



Salary: Commensurate with background and experience. Comprehensive benefit program (details will be furnished to finalist candidates).

Application Deadline: May 30, 2025

(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
Senior Vice President of Recruiting
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:

CATHOLIC RECRUITER ASSOCIATES

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