



DIOCESE OF
Jefferson City



DIRECTOR OF COMMUNICATIONS

May 9, 2022

CATHOLIC RECRUITER ASSOCIATES

EXECUTIVE SEARCH • MANAGEMENT CONSULTING



BACKGROUND

The [Roman Catholic diocese of Jefferson City](#) had its beginning with the founding of St. Stephen's parish in Indian Creek, Missouri in 1833. Today the diocese is led by Bishop W. Shawn McKnight ([bio](#)) who provides spiritual leadership to over 76,000 Catholic faithful. For a closer look at the elements making up the diocese please go ([here](#)).

The diocese seeks a Catholic communications executive who can transmit the pastoral message of hope as conceived by the Bishop and others on a variety of platforms. As a member of the Bishop's cabinet the Director of Communications provides strategic insight into the communications direction and works to support the Bishop's message to the media and faithful of the diocese.

Job Purpose:

The Director of Communications is a cabinet level position supporting the pastoral ministry of the Bishop and parishes. The Director of Communications reports to the Bishop.

The Director of Communications serves as the general everyday spokesperson and communications consultant for the Bishop with creative use of media and communications, including but not limited to social media, web, and print materials.

This position is also the Assistant Publisher of the diocesan newspaper and supervises staff within the communications department.

Duties & Responsibilities:

Communications

- Serves as primary contact and consultant on general everyday communications matters and all media-related inquiries
- Develops a strategic and comprehensive communication plan, with metrics, utilizing both legacy and digital media, to broaden visibility of diocesan ministries, and the mission of the local Church. The plan will prioritize the Diocese's efforts to address parish viability and vitality and emphasize stewardship in its methodology and messaging
- Serves as an active contributing member of the Bishop's staff, providing visionary insight, advisement, policy formation, evaluation, and continually seeking out new opportunities for shared services
- Develops diocesan messages, talking points, and supporting materials to increase the pastoral visibility of the bishop and promote understanding of his pastoral and administrative initiatives
- Develops training and provides guidance to the Pastoral Center offices, parishes, and schools in all areas of public communication, including strategic communication planning with a digital emphasis and crisis communication
- Maintains a high degree of professionalism and credibility with the diocesan staff, clergy, parish leadership, the public, and all media through knowledge, forthrightness, and truthfulness, with a high focus on building effective and positive relationships
- Provides public relations, digital communications and crisis management counsel to the bishop, diocesan staff, pastors, parishes, schools and diocesan agencies, which may at times require consultation with general legal counsel and human resources
- Utilizing print, video and social media, communicates a faithful, positive public image for the Diocese by highlighting programs, accomplishments, and/or points of view of the Church and the Bishop
- Approves content for Monday Morning Memo and oversees the production of the annual Diocesan Directory, monthly Bishop's Prayer Intentions and other regular communications of the diocese
- Working with the IT Coordinator, analyzes web analytics and makes recommendations accordingly
- Ensures consistent branding in all communications and materials produced
- In concert with the Stewardship Office, develops materials that promote the bishop's vision for stewardship
- Oversees the design and placement of public advertising
- Utilizing wise stewardship principles in developing and implementing an annual department with monthly review of office expenditures, and oversees the budget of department ministries
- Responsible for ensuring the facilitation of live streaming and other events as necessary for the bishop and chancery office

Media

- Cultivates constructive, professional relationships with area news media and manages and coordinates responses for media requests and interviews
- Develops and implements appropriate media strategies in close collaboration with the bishop and other staff/resources as appropriate
- Serves as Assistant Publisher of the Catholic Missourian, which includes management of budget and personnel
- Prepares and distributes official diocesan news releases or statements and coordinates diocesan news conferences or other outreach
- Advises pastors, parishes and other diocesan leaders on media relations and consults on media resources
- Oversight of church communication channels such as blog, social media, podcast, Facebook, YouTube and other interactive digital platforms
- This position advocates for adoption of dynamic, interactive parish websites, monitors activity on websites and is responsible for training parish leadership with management of their website
- Monitors secular media, Vatican, USCCB and Catholic media channels to communicate to the faithful with responsible content

Candidate Qualifications:

- Desire to use technology to make the Catholic faith more accessible and applicable to daily life
- Empathy for the users of digital systems and data, and strength in listening and communication
- At a minimum, a Bachelor's degree in Journalism, Digital Communications, Communications, or Marketing plus at least 5 years of experience is required
- Strong project and process management skills
- Ability to collaborate effectively with colleagues at all levels of the organization
- Experience with Adobe Creative Suites; WordPress websites required; experience with audio/video editing software preferred
- Strong attention to detail
- Must be a practicing Catholic in communion with the Roman Catholic Church
- Able to travel within the diocese frequently
- Excellent written and oral communication skills
- Ability to discern when information is confidential and to maintain strict confidentiality

Travel: Frequent travel within the diocese.

Salary: Commensurate with background and experience. Highly competitive with comprehensive benefit package.

Application Deadline: July 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:

CATHOLIC RECRUITER ASSOCIATES

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