



DIOCESE
of
PATERSON



DIRECTOR OF COMMUNICATIONS

February 27, 2022

CATHOLIC RECRUITER ASSOCIATES

EXECUTIVE SEARCH • MANAGEMENT CONSULTING



BACKGROUND

The [Roman Catholic Diocese of Paterson](#) in New Jersey is led by [Bishop Kevin J. Sweeney](#). On April 15, 2020, Pope Francis named Father Kevin J. Sweeney, a Brooklyn diocesan priest, as eighth Bishop of Paterson. Today the Paterson Diocese counts some 430,000 Catholics in a rich tapestry of 108 parishes where Mass is offered every Sunday in fourteen different languages and five of the Church's Eastern Rites. The diocese counts some 280 diocesan priests, 95 religious priests, and 581 religious women.

POSITION TITLE: Director of Communications

Position Description:

The position is responsible for the development and implementation of a communications strategy to support the Bishop's vision, the Diocesan mission, and strategic plan. An important part of the role is the management and production of the print and digital version of the diocesan newspaper ([The Beacon](#)). This position is responsible for creating and managing communications strategies, tactics, and tracking results to increase stakeholder engagement while working across multiple traditional and digital communications vehicles and platforms. Position reports directly to the Most Reverend Kevin J. Sweeney.

Essential Job Functions:

- Develops communication plan, utilizing both traditional and new media, to broaden visibility of diocesan ministries, and the mission of the Diocese of Paterson.
- Serves as member of senior staff, providing insight, advisement, policy formation, evaluation, and continually seeking out new opportunities of shared services, working collaboratively with our departments to promote the Diocese of Paterson.
- Plans, directs, and oversees all aspects of the weekly production of The Beacon diocesan print and on-line newspaper, including setting editorial direction, determining newsworthiness, mentoring staff, and ensuring the newspaper continuously reflects diocesan priorities while serving the information needs of the faithful and of our parishes, schools, and agencies.
- Develops diocesan messages, talking points, and supporting materials as needed to maintain the pastoral visibility of the bishop and promote understanding of his pastoral and administrative initiatives.
- Develops digital communications, marketing, and public relations activities and materials including publications, media relations, and the use of digital media.
- Ensures articulation of diocesan desired image and position, safeguarding consistent communication of image and position throughout the diocese and communicates this to all constituencies, both internal and external.
- Writes and distributes news releases for the Pastoral Center offices, parishes and schools (as needed). Responds to media inquiries for the Pastoral Center offices, parishes, and schools (as needed), as well as coordinating media interviews.
- Maintains a high degree of professionalism and credibility with the diocesan staff, clergy, the public, and all media through knowledge, forthrightness, and truthfulness, with a 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 in consultation with the diocesan legal counsel and vicar general.
- Coordinates the appearance of all diocesan print and electronic materials including The Beacon, weekly newspaper of the Diocese, letterhead, use of logo, brochures, and other print and digital media materials.
- Develops a web presence that drives traffic to and promotes usage of the diocesan website including ways to engage the public and media with proactive message delivery, use of appropriate logos and links to important Catholic sites.
- Serves as diocesan spokesperson with all media and as media consultant to diocesan staff, and parishes for specific needs.
- Works creatively with Pastoral Center staff and department heads to maximize publicity in print and online for special events, programs and major announcements from diocesan offices and agencies.

- Provides information to the public on diocesan decisions and policies (e.g., filming in churches), and on matters of Church teaching.
- Acts as liaison to other dioceses, the New Jersey Catholic Conference, the Catholic Media Association, the U.S. Conference of Catholic Bishops, and other national offices for media and communications matters.
- Remains current on media issues, especially developments on religious and ethical topics.
- Utilizes stewardship and best practices in developing and implementing an annual department budget.
- Serves as chief spokesperson for the Diocese of Paterson.

Education, Experience, and Skills Required:

- Practicing Catholic
- Degree in Communications, Journalism
- 7+ Years as communications, public relations and/or marketing professional. Experience in both print and social media management
- Strong editing skills in all phases of newspaper production
- Experienced journalist in all phases of writing, including weekly editorial opinion pieces
- Ability to work collaboratively with newspaper staff, the Chancery, parishes, schools, and Catholic Charities agencies.
- Has a knowledge and understanding of theology and evangelization
- Bilingual (English and Spanish) is a plus.

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

Compensation: \$100-110K (Depending on Qualifications and Experience)

Expected Travel: 20-30%; minimal overnight travel

Application Deadline: **April 30th, 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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