



ARCHDIOCESE
of BALTIMORE



EXECUTIVE DIRECTOR OF COMMUNICATIONS

July 20, 2020

CATHOLIC RECRUITER ASSOCIATES

EXECUTIVE SEARCH • MANAGEMENT CONSULTING



CLIENT BACKGROUND

The Archdiocese of Baltimore was established on November 6, 1789 as the first Roman Catholic Diocese in the United States. The Archdiocese is led by the Most Reverend William Edward Lori ([Bio](#)) and it comprises the City of Baltimore and the Maryland Counties of: Allegany, Anne Arundel, Baltimore, Carroll, Frederick, Garrett, Harford, Howard, and Washington. The Archdiocese of Baltimore comprises over 4,800 square miles with a Catholic population of 501,500; 152 parishes and missions; 131 priests in active ministry; 66 Catholic schools serving 24, 867 students; 4 institutions of higher learning; and 10 Catholic hospitals and health care centers. <https://www.archbalt.org/>

OFFICE OF COMMUNICATIONS:

Leveraging a host of traditional and digital media platforms, the Office of Communications has as its primary mission to inform, educate and inspire the faithful and broader public by increasing awareness of the various ministries and programs offered by the Archdiocese of Baltimore. Delivery channels include websites, podcasts, e-newsletters, event coverage, YouTube, video messages, social media and secular media relations, among others, as well as the in-depth coverage provided by The Catholic Review magazine.

The Office of Communications seeks to facilitate the mission and work of Catholic Center offices, Archdiocesan entities, parishes and schools to share our common faith, communicating news of the universal and local Church pastorally, effectively and professionally. The office is a resource for questions and concerns conveyed by those in parishes and Catholic entities of the Archdiocese, as well as external parties. The Executive Director of Communications provides a consistent, articulate and faithful voice for the issues of the Archdiocese and beliefs of the Roman Catholic Faith.

General Role

The Executive Director of Communications is primarily responsible for developing, implementing and managing all communications of the Archdiocese of Baltimore for internal and external stakeholders. The successful candidate for the position will be expected to fully optimize all communications platforms and channels, as well as cultivate and maintain effective professional relationships with members of the secular and Catholic news media; ensure a robust internal communications program to inform and engage Archdiocesan department heads, priests and members of religious orders, parish leaders, and employees about initiatives and developments as appropriate; amplify through effective storytelling the ministries and impact of the Catholic Church in Baltimore City and throughout the Archdiocese.

Primary Responsibilities:

1. Provides the Archbishop, Auxiliary Bishops, other senior archdiocesan officials, school and parish leaders with strategic communications counsel and assistance, managing the communications issues that bear on the reputation of the Catholic Church and parish life, while participating in near- and long-term planning and maintaining close collaboration with broad stakeholder groups.
2. Plans and executes measurable communications strategies to inform and engage internal and external stakeholders about the mission and activities of the Church throughout the Archdiocese of Baltimore and the broader region. This requires the ability to establish strong and collaborative working relationships with archdiocesan department leaders in order to communicate their initiatives and provide counsel as appropriate.
3. Promotes the mission and impact of the Catholic Faith throughout the greater Baltimore region, asserting the wide-ranging ministries at both archdiocesan and parish levels and which reflect the commitment and zeal of Catholics of all walks of life to live their faith by serving others and achieving good.
4. Serves as principal spokesperson for the Archdiocese with the secular and religious news media.
5. Supports the planning and execution of various annual events of the Archdiocese, as well as the briefing and preparation needs of the Archbishop, Auxiliary Bishops and other archdiocesan leaders as appropriate.
6. Supports the public policy and advocacy programs of the Archdiocese, as well as the Archdiocese's representation with the Maryland Catholic Conference which has as its mission "to engage in public and political life, to advocate and speak up for the common good, the poor, the most vulnerable, and human rights."
7. Manages a team of four who are responsible for social media, the Catholic Review Magazine, the Archdiocesan website and subsites; and develop and manage the annual Communications budget.

REPORTS TO: Archbishop Lori

LOCATION: Baltimore, Maryland

Key Relationships

The Executive Director of Communications is a key member of the leadership team of the Archdiocese, reporting directly to the Archbishop and liaising regularly with other senior archdiocesan officials. The successful candidate will also be expected to develop robust relationships with a wide variety of external parties and to be a constant resource for civic, community, business and non-profit leaders in their interactions with the Archdiocese.

Essential Requirements:

- The incumbent must be a practicing Catholic who embraces Catholic teaching and values as essential to fulfilling the Church's mission of evangelization and the strengthening of discipleship.
- Bachelor's degree in Communications, Public Relations, Marketing, Journalism or other related field and 8-10 years relevant professional experience.
- Demonstrated knowledge, competency and track record in optimizing multi-platform communications.
- Excellent written and oral communications skills. Comfortable and prepared in fielding questions from a variety of constituencies.
- Experience in preparing and editing statements and speeches for executives.
- Skill to manage crisis and coordinate public relations responses.
- A track-record of accomplishment in leading communications.
- Keen judgment and a propensity to forge collaborative and effective working relationships.
- Service-oriented.
- A strategic thinker.
- A broad and mature understanding of and commitment to the mission, philosophy and objectives of the Catholic Church.

Other

- Salary** ○ Commensurate with background and experience
- Application Deadline** ○ September 1, 2020
(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:

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