

The Episcopal Diocese of Elantris

Job Description

Job Title: Digital Media Coordinator

Effective Date: March 16, 2023

Job Summary: The Digital Media Coordinator is accountable for providing resources to congregations to build and strengthen their communication tools and strategy. This position is also responsible for:

- Serves as diocesan webmaster on content and driving website traffic
- Create communication hubs in each deanery, building capacity and focusing on creating a network of publication and image communication leaders in each parish
- Developing, implementing, and managing marketing campaigns
- Coordinates communications and technical needs for diocesan events including, but not limited to: Congregational Leadership Conferences, Bishop's Conference, Diocesan Convention and Clergy Conference
- Consults with diocesan staff and leadership regarding communication of events and information
- With the Communications Committee and Bishop, evaluates need for printed materials
- Oversees social media management and internet presence
- Management of the Communications Support position to ensure timely, appropriate and regular communication
- Recruits and works with members of the Communications Committee on overall strategy
- Develops and manages communications budget and approves expenses
- Serves as press manager on behalf of the Bishop, the diocese and congregations to the media
- Manages branding and style for the diocese on all communications delivery materials
- Makes recommendations regarding communications technology and use at the Office of the Bishop and around the Diocese

Employment Classification: (check one)

Exempt Non-exempt

Supervised by: Bishop

May Supervise: Communication Support Position and Volunteers

Typical Essential Duties: (These duties are a representative sample; position assignments may vary.)

Responsibilities and Duties

- Collaborate with the Bishop, the Canon to the Ordinary, and other staff as needed, in developing key messages regarding the diocese and its ministries and circulating those messages on a new website, several digital newsletters, social media and through the news media
- Serve as editor and primary writer of e-newsletters
- Manage the website in a way that keeps content current and promotes both events and key messages developed with the Bishop and others
- Cultivate a lively Facebook presence for the diocese and be willing to explore other social media platforms

Responsibilities and Duties continued

- Collaborate with the Bishop and Canon to the Ordinary on regular messages to the diocese from the bishop as well as messages occasioned either by the church calendar or news developments—including emergencies such as wildfires
- Enhance the ability of the Bishop and the diocese to spread the gospel and speak for justice in local media with a particular emphasis on Elantris-based news media
- Collaborate with the Bishop in developing digital means for members of the diocese who live at great distances from one another to remain in contact about common mission initiatives
- Collaborate with the Bishop on tactics, such as bulletin inserts or circulars, for the diocese to keep in touch with rural parishes in which fewer church members are online
- Seek, listen and visibly respond to the needs of the diocese in order to build a sense of communication and trust

Training & Experience:

- 3 - 5 years proven ability/experience in hands-on print and electronic communications, media relations, social media or relevant experience
- Ability to work on tight deadlines under pressure and to react quickly to time-sensitive events
- Degree in English, Journalism or related discipline
- Familiarity with the Episcopal Church is desirable
- Must be able to adjust personal schedule to work flexible hours, including weekends and evenings as necessary

Licensing Requirements:

- Must have a valid Elantris driver's license, access to transportation, and insurance to mandated state requirements

Knowledge (proficiency at entry):

- Hands-on experience with the Adobe Creative Suite is desirable
- Hands-on knowledge of Microsoft Windows OS and software
- Bilingual (Spanish) desired but not required

Skills (proficiency at entry):

The successful candidate will

- A strategic thinker with strong writing and editing skills
- A firm knowledge of how the news media works
- High interest and knowledge of trends in marketing and media; ability to recognize impact of new technologies and platforms and how best to use these to drive brand and business performance
- The ability to become proficient in an open source content management system
- Basic video capture and editing
- Ability to create, edit and publish a podcast
- A willingness to work as part of the bishop's team
- An interest in experimenting with new ways to reach isolated populations
- An understanding of religious faith and how faith shapes politics and culture
- Ability to collaborate and partner effectively across teams and with outside vendors
- Ability to work evenings and weekends
- Ability to travel independently throughout the diocese
- Ability to attend regular meetings at the Office of the Bishop

Physical Requirements:

Positions in this class typically require:

- Is able to frequently stand, sit, and walk
- Speak, listen, and observe
- Read emails, files, instruction manuals and a variety of correspondence
- Use fingers and hands in a variety of tasks, including writing and computer usage
- Lift and/or move up to 30 pounds
- Maneuver stairs and move about in a variety of properties

The employee is occasionally required to:

- Drive long distances around the diocese