

Diocese of Wobegon
~ Job Description ~
Communications Director

The Communications Director has primary responsibility for preparing and distributing the key communications for The Diocese of Wobegon. These include printed and electronic communications. The Communications Director has responsibility for the maintenance and update of all related websites and for handling all media relations.

The Communications Director reports to the Canon to the Ordinary.

This position has a large focus on building capacity in parishes to achieve the desired result of greater capacity in the diocese. 80% of this position will be spent in this area of focus. 20% of the remainder of time spent will focus on diocesan communications.

Parish Communications

Resourcing Parishes

Resourcing parishes at the basic level creates a communications relationship where diocesan initiatives can be introduced and owned as a parish resource. Communications as a resource to parishes opens the door to ownership of diocesan programs at the parish level. This resource environment creates an environment of collaboration, and ultimately, lives impacted and changed through these ministries. First an offer of “How can we support you in your ministry with communication tools and resources?” needs to be ultimately asked before “We’d like to ask that you promote this diocesan program at your parish” request can be made.

Imagine if newsletter templates were readily available, or if a library of graphics existed where a parish could easily put together materials or ads. Imagine if church administrators would individually save 30% of their time each week with a standardized liturgy / layout of bulletins that was available. Imagine if parishes would have regular meetings with a communications person at the diocesan level to inquire about copy machines, website resources, social media optimization, eNewsletters, HTML coding questions, registration integration into their websites, databases, posters, banners, outsourced printing, postcards, templates, and more. By building capacity in parish communications, we can also provide diocesan program marketing materials/ads that integrate easily into these parish communications.

Diocesan Communications

Reporting and Communication

The Communications Director develops and distributes key communications from the Diocese:

- Evaluates all internal and external communication needs and identifies best mechanism to communicate with each Diocesan stakeholder: clergy, lay leaders, congregation members, congregation staff members, Diocesan staff, Standing Committee, and special task forces or commissions.

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- Produces all printed materials on agreed schedule. Identifies the most cost-effective mechanisms and vendors for print publications. Specifically, the Communications Director:
 - Plans content of each publication
 - Solicits content
 - Interviews and gathers information for content; writes content and develops any needed graphics
 - Edits content
 - Proofs and edits copy for publication
 - Schedules deadlines and ensures deadlines are met
- Prepares content for annual report which is distributed at Annual Diocesan Convention.
- Designs and develops content for the quarterly magazine and the weekly eNewsletter. publications intended for clergy and lay leadership at each parish.
- Distributes supplemental electronic communications as needed.
- Attends the Diocesan Convention and other special events, gathering data to be used in subsequent communications.
- Works with Diocesan Executive Staff to identify communication needs and content to be included in Diocesan communication tools.

Media Relations

In this function, the Communications Director works proactively with media representatives locally, regionally and nationally:

- Builds and maintains relationships with key media contacts locally and regionally.
- Develops and implements an effective media strategy for the Diocese as a whole.
- Develops and implements effective media strategies for special Diocesan events or projects.
- Trains Diocesan representatives in working effectively with media representatives.
- Acts a liaison between Diocese and media representatives in other diocese and with the National Church media relations team.

Information Systems and Website Administration

In this function, the Communications Director is responsible for information systems and website administration and content:

- Identifies and manages IT contractor to deliver effective support for the website and other information system needs of the Diocese.
- Identifies key functionality needed for Diocesan website; works with IT contractor to update the functionality as needed to meet additional needs of the Bishop and the Diocese.
- Updates content on the website routinely and ensures that all content is accurate and up to date.
- Develops and enforces standards for use and look of website.
- Advises parishes on how to build and maintain effective websites.
- Ensures effective and accurate maintenance of Diocesan database.

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- Oversees development and maintenance of distribution lists for printed and electronic communications.

Graphic and Communication Standards

In this function, the Communications Director establishes standards for graphics, logos, and other elements of the Diocesan brand:

- Develops and ensures consistent use of Diocesan logo and graphics identity.
- Develops and communicates communication standards to be used for all Diocesan publications, print or electronic.
- Approves any communications prepared by other Diocesan departments in terms of need, look, and layout.

Operations Management

The Communications Director provides administrative support in other areas:

- Prepares and manages the communications budget.
- Provides updates to budget as needed.
- Participates in weekly staff meetings.
- Serves as member of Executive Staff; participates in regular meetings of Executive Staff; communicates relevant information to other staff members from these meetings; actively participates in decision-making activities of Executive Staff meetings.

Standing Committee Support

The Communications Director supports the Standing Committee:

- Develops standard formats for Standing Committee reports, agenda, minutes, and any other communications from the Standing Committee.
- Prepares materials as needed for the Standing Committee.
- Works with Standing Committee members as necessary.

Personnel Development

The Communications Director supervises one staff member and a contractor; he/she is responsible for their performance:

- Provides regular supervision to Receptionist and IT contractor.
- Conducts regular performance evaluations for staff member supervised; counsels staff member and contractor on issues.
- Evaluates performance of IT contractor and makes changes as needed to ensure information system needs of Diocese are met.
- Identifies any training needed by staff member.
- Hires and terminates new staff members or contractors as needed.
- Supports a positive atmosphere in which high quality programs and services are delivered.