



## COMMUNICATIONS MANAGER POSITION DESCRIPTION

<b>Reports To:</b> Vice President, Strategic Communications	<b>FLSA Status:</b> Exempt	<b>Approval:</b> CEO
<b>Effective Date:</b> 7 Oct 2022	<b>Location:</b> remote	<b>Travel:</b> occasional

**Vision:** We see a world where each individual understands their God-given mission in life and is doing their best to fulfill it; a world where Catholic leaders are influential voices in society; a world where Jesus' example of loving, servant leadership is modeled in every family, workplace, parish, and community.

**Purpose:** Catholic Leadership Institute (CLI) provides bishops, priests, deacons, religious, and lay persons in the Roman Catholic Church with world-class, pastoral leadership formation and consulting services that strengthen their confidence and competence in ministry, enabling them to articulate a vision for their local church, to call forth the gifts of those they lead, and to create more vibrant faith communities rooted in Jesus Christ.

**Position Summary:** The Communications Manager supports the organization's overall brand positioning, managing content development, production, and implementation to the highest level of standards. The Manager implements integrated content across channels to ensure consistency with the mission, messaging, and brand identity of Catholic Leadership Institute, while helping identify ways to coordinate messaging priorities across the organization.

### DESIRED QUALIFICATIONS

#### **Knowledge & Experience Requirements:**

- Bachelor's degree (B.S./B. A.) in Communications, Journalism, Marketing, Business Management or related field from four-year college or university
- Minimum of 5 years related experience, or equivalent combination of education and experience

#### **Skills & Attitudes Required for Success in Job:**

- Strong understanding and working knowledge of the role of communications in the Catholic faith and Church hierarchy. A practicing Roman Catholic who is faithful to the Magisterium and upholds the teaching and traditions of the Catholic Church
- Collaborative team player that can succeed in a remote working environment
- Self-discipline to work independently and meet regular deadlines with utmost reliability
- Able to display good judgment with content selection and integrated distribution across digital and print platforms
- Self-motivated, with strong analytical, organizational, and time management skills

- Proficiency in the Microsoft Office Suite, SharePoint and Google Drive
- Comfortable with the use of InDesign and/or Microsoft Publisher
- Able to navigate the appropriate e-newsletter (Constant Contact), web CMS, and social media platforms to support the online needs of the organization
- Has command of the English language and proper use of written and oral grammar
- Ability to read, analyze, and interpret common news articles, technical journals, and professional documents
- Willing to travel occasionally and possess a valid driver's license
- Ability to build relationships with the board, donors, staff, leadership consultants, and clients throughout the communities served by CLI

**KEY RESPONSIBILITY AREAS**

AREA	KEY RESPONSIBILITIES
<b>Internal Messaging, Process Implementation and Brand Marketing</b>	<ul style="list-style-type: none"> <li>• Assist with broadening awareness of CLI's services and priorities by implementing the communications priorities that will increase visibility across key stakeholder audiences</li> <li>• Coordinate pre-approved processes and protocols across the organization to ensure appropriate brand positioning and consistency</li> <li>• Measure the success of all communication activities, including email, video, web, print, etc</li> <li>• Draft content produced for the print and digital platforms of Catholic Leadership Institute. Create, edit, and review content for accuracy, tone, and style that aligns with brand messaging platform and visual standards</li> <li>• Assist with the build out of case studies and other thought leadership content</li> <li>• Handle day-to-day communication demands and ensure consistent use of the brand</li> <li>• Provide digital media, graphic design and web content support, as needed</li> <li>• Collaborate with internal/external vendors providing MarComm support to CLI</li> </ul>
<b>External Communications</b>	<ul style="list-style-type: none"> <li>• Manage ongoing content development and delivery best practices for the CLI e-newsletters and website</li> <li>• Oversee ongoing database management and audience segmentation</li> <li>• Develop a social media strategy that links to marketing priorities/service lines to drive consideration and lead generation. Promote appropriate content using social media channels</li> <li>• Monitor PR results using appropriate processes and tools</li> <li>• Build and cultivate relationships with appropriate media outlets</li> </ul>

<p><b>Philanthropy Support</b></p>	<ul style="list-style-type: none"> <li>• Assist the philanthropy team with expanding the donor base through direct marketing, advertising, and other creative outreach efforts</li> <li>• Streamline communication efforts to leverage client stories across platforms leading to the highest level of efficiency and reach to current and prospective donors</li> </ul>
<p><b>Client Services Communication Planning and Implementation</b></p>	<ul style="list-style-type: none"> <li>• Partner with Leadership Consultants to aid (arch)dioceses and parishes with the rollout and implementation of CLI services that are being offered</li> <li>• Assist (arch)dioceses and parishes with the rollout and implementation of CLI services that have been provided by offering templates and/or samples from past client work that are tailored to the needs of the local landscape and realistic based on resource allocations</li> </ul>

**CRITICAL SUCCESS CRITERIA**

**Self-Assurance and Humility:** Has deep trust in the Lord and in one’s ability to meet most challenges. Inspires self and others to fulfill commitments and achieve a positive outcome. Does not seek personal recognition but is committed to the success and growth of others. Makes it about the other person rather than about self. Invites others to more fully participate and open up. Understands that “I have to do it myself and I can’t do it alone.” Values excellence and is committed to lifelong growth in holiness, confidence, and competence.

**Comfort With Ambiguity:** Has ability to ‘go and figure it out’ when all necessary information is not available. Is willing to make quick decisions even without all the facts. Handles deviations from routine without assistance; readily accepts changes in procedures, assignments, and priorities. Takes change in stride; adapts, improves, and overcomes obstacles and challenges. Can balance competing priorities in assignments. Doesn’t dwell on the negative or downside of things or decisions.

**Resilient Drive:** Has the ability and energy to do what it takes to be faithful to God’s call and to one’s unique role in service to the CLI Vision and Mission. Is motivated to achieve his/her goals and to support the goals of the organization, knowing that that will require effort, flexibility, and skill. Anticipates problems and obstacles and brings resourcefulness and a “can-do-spirit” to both short and long-term goals and tasks. Finds satisfaction in the living out of one’s purpose and values, and in the effort required to achieve one’s key responsibilities and SMART Goals. Is committed to the development and training that it will take along the way.

**Does this sound like you?**

Apply today, by sending your cover letter, with salary requirements, and your resume to [JoinUs@catholicleaders.org](mailto:JoinUs@catholicleaders.org).