



Position Title: *Communication Coordinator*

Department: Pastoral Ministry

Hours: 15-20 hours per week

Reports to: Director of Pastoral Ministry

Position Overview:

The Communication Coordinator strives to achieve two goals: to foster a growing relationship between parishioners and parish leadership, and to inspire parishioners to celebrate and fulfill their baptismal calling. These are accomplished when using various communication channels effectively. Parishioners appreciate being kept well-informed of the parish's schedule and events, and this builds trust. Highlighting meaningful, inspirational stories or events esteems our parishes, fosters evangelization, and builds a strong Catholic identity.

Responsibilities:

- Develop and execute messaging in alignment with parish focus across all channels
 - In collaboration with supervisor, establish and implement a parish communication plan
 - Identify and analyze parishioners' behaviors to adapt communication strategically
 - Analyze and interpret meaningful and inspiring stories, photos, videos, etc. to the parish
- Build and maintain meaningful relationships with others
 - Communicate regularly with the pastor and directors regarding priorities for the parish
 - Communicate strategically with the parish regarding priorities of the pastor and directors
 - Oversee teams working together with vulnerability, trust, respect, and cooperation
 - Recruit, train, and provide ongoing support for teams of lay volunteers
 - Develop relationships with people/organizations outside the parish
- Establish and maintain consistent processes
 - Carry out day-to-day tasks (e.g., emails, following through on appointments, etc.)
 - Oversee processes for collecting, editing, and disseminating information
 - Ensure regular updating across all mediums, providing training when needed

Channels of Communication:

- **Parish Bulletin:** Oversee editing and submission of the bulletin (weekly)
- **Weekly Email:** Send parishioners updates on a consistent basis (weekly)
- **Mass Announcements:** Ensure preparation of announcements given at Masses (weekly)
- **Websites:** Ensure that websites are kept up-to-date (weekly)
- **Social Media:** Ensure a consistent and strategic social media presence (ongoing)

- **Phone Tree:** Ensure regular updating of message recordings (weekly)
- **Narthex:** Ensure timely displays of pertinent information in each narthex (at least monthly)

Regular Meetings/Collaboration

- Strategic Communication meeting with supervisor and Communication Committee (quarterly)
- Standing meeting with Director of Pastoral Ministry (weekly)
- Standing department meetings (bi-monthly)
- Regular communication with Parish Directors (weekly)
- Direct Report teams (at least monthly)

Direct Reports:

- Communication Committee
- Bulletin Team
- Website, Narthex, Phone Tree Volunteers

Qualifications:

The qualifications listed represent the knowledge, skill, and/or ability required to perform this job successfully. Reasonable accommodations may be made for those with disabilities to perform these functions.

- Commitment to personal healing, mutual respect, and vulnerable trust of team members
- Respects and conforms to the teachings and practices of the Catholic faith and to all guidelines and policies of the Diocese of La Crosse
- Understands the evangelizing vision for St. Mary's and St. Raymond's Parishes
- Excellent communication skills, both written and verbal
- Maintains professional integrity and confidentiality regarding all personal information
- Ability to collaborate, delegate, build (if necessary), and mentor teams
- Good customer service, able to express empathy with others
- An active listener, sensitive to others' needs, feelings, and reactions
- Organized with good time-management to handle workflow without heavy oversight
- Bilingual English-Spanish preferred, fluent in English required
- Proficiency with basic website (WordPress) and social media management
- Knowledge of standard office procedures and systems (e.g., Google/Microsoft applications, record-keeping, designing forms, etc.)
- Working knowledge of marketing principles and strategies, or willing to learn
- Working knowledge of journalism strategies, or willing to learn
- Working facilities with graphic design software, or willing to learn
- Able to identify strengths and weaknesses of processes related to communication
- Displays active learning that understands implications of new information for current and future problem-solving and decision-making

*Please send resumes to Jon Jones at smsrpastoralmin@gmail.com