

Outreach Director

for Marketing and Communications

Christ the King Parish

including Immaculate Conception Partnered Parish and associated Cemeteries.

Job Description

Title:	Publicity Director	Incumbent:	
Report to:	Pastor		
Work Hours:	Full Time: 40 hr/wk	Incumbent Signature:	_____
Approved by:	Rev. Johnathan Schmolt		
Approved by Signature:	_____	Hire Date:	

I. OBJECTIVE:

To communicate the parish's events and knowledge of the Catholic faith to the parishioners of Christ the King Parish along with promoting our parish, its events, and our Catholic faith to the people in the Houtzdale region.

II. RESPONSIBILITIES:

III.

Publicity Director

A. Primary Responsibilities

- a. Create and publish the weekly bulletin.
- b. Utilizing the multiple methods of communication - web, social media, print, and direct electronic contact to inform and remind people of our events.
- c. Create videos for event and faith promotion.
- d. Be a part of the Evangelization Committee to use communication to reach the community about the Roman Catholic faith.
- e. Assist with the promotion of educational materials to increase the community's understanding of the Catholic Faith.
- f. Designing advertising.
- g. Design and give presentations for groups to promote events and the faith.
- h. Work with any designated outside marketing firms to leverage their professional assistance in design and promotion.
- i. Acquiring pictures, videos, and interviews to educate parishioners and the community of the ways to be involved in our parish and faith.
- j. Maintain educational and reading materials to provide information on the Catholic faith that are focused on inquiries.
- k. Plan events to promote the Catholic faith.

- I. Create welcome materials for new parishioners and help connect them into parish life.

B. Secondary Responsibilities

- a. Assist the secretary in greeting visitors and answering phone calls in the parish office.
- b. Assist the secretary in maintaining accurate parishioner contact information and preferred method of communication.

Parish Staff:

- Performs all jobs in a time efficient manner, multitasking if possible.
- Performs these duties by following the procedures specified by the Pastor.
- Maintains confidentiality of all parishioner records which includes financial contribution information.
- Complies with all parish policies as listed in the Employee Handbook and applicable Diocese of Erie policies.
- Participates in any staff meeting including meetings organized for staff faith development (retreat).
- Completes any other tasks as instructed by the Pastor to fulfill Section I above.

IV. TIME COMMITMENT

- Most work would be done on site during office hours (9-3pm). Some additional work (interviewing, acquiring pictures, meetings, etc) would be at other times during the week.

V. CHARACTERISTICS

- A passion to promote the Catholic faith and Christ the King parish. A demonstrated practice of the Catholic faith that can be shared through one's personal disposition and writing.
- Seeks out opportunities to promote our parish and the Catholic faith.
- Actively pursues engagement with organizations and the people of Christ the King Parish to help strengthen our programs and faith through promotion.

VI. QUALIFICATIONS

Education:

- A bachelor's degree or equivalent in marketing, publicity, or other related fields.
- College level training in Catholic evangelization or work in teaching the Catholic faith.

Preferred Experience:

Five years in related work

VII. COMPETENCIES

1. Ability to establish and maintain a positive and professional relationship with a diverse culture of parishioners, the needy, visitors, and co-workers.
2. Ability to view one's work as a ministry to those with whom the person has daily contact.
3. Honest and trustworthy.
4. Physically able to perform the duties as requested and as defined in Section II above. In particular, the ability to type, follow office procedures, and a working knowledge of business English.
5. Ability to organize, effectively document, and routinely update information; and the ability to apply procedures to work problems and situations.
6. Demonstrate an awareness of job safety at all times.

VIII. PHYSICAL CAPABILITIES:

1. Must be able to type.