

PROVINCE OF OUR LADY OF CONSOLATION, INC.

MOUNT SAINT FRANCIS, INDIANA

Position Description

Position Title: Director of Communications/Marketing
Job Status: Full Time, Exempt
Reports to: Executive Director of Mission Advancement in cooperation with the Minister Provincial of the Province of Our Lady of Consolation

General Summary:

The primary function of the Director of Marketing/Communications is the responsibility for planning, development and implementation of all of the Province's external marketing strategies, marketing communications, and public relations activities. This position oversees development and implementation of support materials and services for the Province in the area of marketing, communications and public relations.

Principle Duties and Responsibilities:

Develop and annual communications plan for the Province for approval by the Minister Provincial (MP) and the Executive Director of Mission Advancement (EDofMA).

With direction from the MP and ED of MA implement the communications plan of the Province. Said plan should include strategies for publications, marketing and promotion, social media, public relations, website and other appropriate communication vehicles.

Assist the Province in articulating its mission and vision and plans with the intent of raising public awareness and fostering investment and involvement nationally.

Work with the MP and ED of MA to develop a Province-wide branding strategy for approval and then implementation.

Work with the MP and ED of MA to develop, write and edit appropriate news articles, press releases and marketing pieces.

Cultivate, grow and maintain a strong group of media contacts.

Work with the MP and ED of MA to edit publications, press releases, marketing pieces, website content, etc.

Gather and take needed photographs and videos creating a central file of images that is cataloged and accessible to all of the Province staff.

Secure articles and make recommendations for editing in collaboration with the authors for newsletters.

Meet with the Communications Committee monthly to seek ideas for stories to publicize.

Provide the ED of MA and the communications committee with specific, measurable reports about progress. This should include analytics on the website and social media platforms. All MA staff should also be provided access to this data.

Allow for all MA staff to contribute photos and copy to the website and social media platforms after it is edited by our marketing partners.

Complete other duties as assigned.

Requirements:

Education:

A minimum of a Bachelor's Degree, Masters preferred

Experience:

5-7 years of successful experience in Communications and marketing

Knowledge, Skills and Abilities:

Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities.

Strong creative, strategic, analytical, organizational and personal sales skills.

Demonstrated successful experience writing press releases, making presentations and negotiating with media.

Experience overseeing the design and production of print materials and publications.

Computer literacy in word processing, and page layout.

Commitment to working with shared leadership in cross-functional teams.

Strong oral and written communication skills.

Ability to manage multiple projects at one time.

Working Environment:

This position will require travel as well as some evening and weekend work.

Ability to work with highly confidential and sensitive information.

Dress Code: Business Casual

The candidate for this position must have or be able to develop an understanding of the strong tradition of service by the Conventual Franciscan Friars of The Province of Our Lady of Consolation and have or acquire an understanding of and appreciation for Franciscan spirituality.

Please mail or email your resume to:

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