

THE ARCHDIOCESE OF SAN FRANCISCO

JOB DESCRIPTION

TITLE: Exec. Director of Communications **REPORTS TO:** Vicar General & Moderator of the Curia

CLASSIFICATION: Exempt

REVISED DATE: April 2021

PURPOSE:

The Executive Director of Communications, in collaboration with the Vicar General & Moderator of the Curia and senior personnel of the Archdiocese provides a media strategy for the Archdiocese of San Francisco that encourages a pro-active relationship with media covering the work of the Church in the three counties of the Archdiocese. The Executive Director of Communications provides ongoing advice, consultation and resources regarding communication strategies for the Archbishop and Archdiocesan offices and programs. The Executive Director of Communications promotes and implements the Archdiocesan strategic plan for communications as well as demonstrates shared qualities of effectiveness in all work interactions.

MAJOR RESPONSIBILITIES & DUTIES:

- Works collaboratively with the Director for Mission Development to create an effective communication strategy to include an internal and external communication plan to promote the Archbishop's and the Archdiocesan mission, ministry, and development needs.
- Effectively leads the public affairs efforts including media outreach, press relations, crisis communications and public advocacy.
- Develops a strong rapport and serves as the primary contact and Archdiocesan spokesperson for all media inquiries to relay accurate information and promote the Archbishop and the Archdiocesan positions and initiatives.
- Prepares and distributes news releases and fact sheets to media outlets to communicate a faithful, positive public image for the Archdiocese of San Francisco by highlighting programs, accomplishments, and/or points of view of the Archdiocese and the Archbishop.
- Works with the communications staff and other key departments to create promotional, marketing and informational materials to stimulate public interest and gain support for the Archdiocesan programs and communication channels to include press releases and conferences, the Archdiocesan magazine and website, social media platforms, television and radio interviews, e-newsletters and brochures.
- Assists parishes, the elementary schools, Archdiocesan High Schools, Saint Patrick's Seminary, the pastoral center and the cemeteries with media relations and consults on media resources.
- Oversees the Archdiocesan publication and the creation of all digital, video, audio and printed Archdiocesan media content.
- Seamlessly leads and effectively implements the transition from the Archdiocesan newspaper to the new magazine.
- Guides the Archbishop in developing his role as both a national public figure and the head of Archdiocese of San Francisco.
- Prepares and edits informational material for presentation by the Archbishop and other Archdiocesan officials to representatives of the media and the general public.
- Works in partnership with the key leaders within the Archdiocese to create and implement a unified Archdiocesan message through effective branding and mission driven communication.

- Oversees and manages all diocesan communication vehicles, including but not limited to the website, social media presence, brochures, flyers, publications, newsletters, and documents.
- Tracks engagement across the various communication channels and makes strategic recommendations that are driven by data.
- Effectively leads and supervises a team of communication, marketing, design and webmaster professionals.
- Develops and effectively coordinates a strong base of outside vendors to include but not limited to, photographers, freelance writers, graphic designers, web designers and Spanish and Chinese translation services.
- Develops and maintains relationships with communication organizations within the Church both on a national and regional level, including the USCCB, the California Catholic Conference of Bishops and other Catholic groups.
- Serves as a member of the Archbishop's Cabinet.
- Creates and effectively manages the communications department budget to ensure compliance with all Archdiocesan finance procedures.
- All other duties as assigned by the Vicar General & Moderator of the Curia.

QUALIFICATIONS:

- An effective leader with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
- Sincere commitment to work collaboratively with all groups, including staff, leadership, volunteers, donors, parishioners and other supporters of the Archdiocese and the Archbishop.
- Thorough knowledge of communication principles and practices with exceptional ability to communicate effectively, both verbally (orally and written).
- Thorough knowledge of church organizational and operations procedures preferred.
- Creativity, decision-making, interpersonal skills, use of discretion, teamwork, negotiation, service orientation, and public relations to foster the Church's mission.
- Familiarity with the Archbishop of San Francisco's position on various topics is preferred.
- Must be able to establish and maintain effective working relationships with parishes and schools, vendors, and the media.
- A high energy, professional with a strong knowledge of the Catholic faith. Must also be a practicing Catholic, in good standing with the Catholic Church and in support of the Magisterium of the Catholic Church.
- Excellent writing/editing and oral communication skills.
- Previous experience with E-Catholic is preferred.
- Experience with the following media is preferred:
 - Social Media: Facebook, Instagram, Twitter, and Snapchat
 - Adobe Creative Cloud: InDesign, Photoshop, Illustrator, and Premiere Pro
 - CMS: Wordpress, Wix, and/or Squarespace
 - Email Marketing: Constant Contact, Mailchimp, and/or IBM Watson
 - CRM Databases such as Flocknote and Raisers Edge, Insightly, The Data Bank, and/or Realm (ACS Technologies)
 - Metrics such as Google Analytics or Hootsuite

- The ability to manage a variety of key initiatives concurrently.
- Self-starter, able to work independently, and enjoys creating and implementing new initiatives.
- Computer proficiency in WORD, Internet, E-Mail.

EDUCATION AND/OR EXPERIENCE:

- Minimum of a Bachelor's degree (Master's degree preferred) in communications, journalism, public policy or public relations, or an equivalent combination of education and experience with a minimum of two to four years' media relations or any equivalent combination of education and experience which demonstrates the knowledge, skills and abilities to perform the above-described essential functions.
- Specific experience in church organizational and operations procedures or a complex, multi-unit organization (preferably nonprofit) with service orientation.
- Bilingual in Spanish preferred.

TO APPLY:

Please submit cover letter, resume and a completed [application](#) to Christine Escobar, Human Resources Manager at the Archdiocese of San Francisco, One Peter Yorke Way, San Francisco, CA 94109 or email: escobarc@sfarch.org

STATEMENT OF NON-DISCRIMINATION

All employees of the Archdiocese of San Francisco shall be employed without regard to race, color, sex, ethnic or national origin and pursuant to the San Francisco Fair Chance Ordinance, will consider for employment qualified applicants with criminal history.