

Employment Opportunity

COMMUNICATION LEAD

St. Patrick's Parish

5633 Highway #7, Markham ON L3P 1B6
Modified full time (#20-25 hours per week)

Overview:

Under the direction of the Pastor, who works in collaboration with the Pastoral Leadership Team, the Communication Lead will establish and drive a multi-channel communications strategy in response to the needs of the parish. Presently, these needs are largely shaped by the pandemic, which necessitates that our community operate virtually. Hence, our efforts largely focus on reaching out to existing parishioners and first-time visitors/seekers to the parish via various mediums (Website, Flocknote, Facebook, Instagram, YouTube etc.).

Despite the challenges, our parish remains resolute in our mission, to bring God's love into the world through a life-changing friendship with Jesus, and its vision, to become a vibrant, loving community who live for God and others, through its commitment to the 5 core values of Gratitude, Invitation, Growth, Relationship and Humility.

Responsibilities:

- Lead a volunteer team of communication, marketing and design professionals to conceptualize, create and design visual imagery for all social media platforms
- Ensure all media platforms and their content are updated and maintained on a timely basis
- Crafting of communications for all identified groups: e.g., ministry leaders, school principals, parish community
- Develop communication campaigns optimizing the various platforms for different parish priorities. This includes supporting taglines, visual graphics, and key messaging. (e.g., Social Media, Flocknote e-newsletters, E-Bulletins, YouTube Channel, etc.)
- Optimize the power of the website and social media as a virtual church front that invites people to engage in the parish's life, mission, and vision; find new ways to reach out to both the gathered and scattered
- Working with the Communication Team to enhance social media platforms to create followers and engagement in terms of likes, sharing, etc. Track engagement across various platforms and make data-driven decisions
- Editing of print and digital projects to ensure accuracy and consistency
- Maintain strong professional relationships with external stakeholders (i.e., E-Catholic)
- Learning and taking best practices from different parishes and support organizations such as Divine Renovation and Alpha
- Attend regular check-in meetings with pastor and/or Pastoral Leadership Team; Attend Staff meetings
- Undergo the same experiences of parishioners and staff that invite them into a life-changing friendship with Jesus (Alpha, small group sessions, Strengths program etc.)
- Work in collaboration with the Pastoral Leadership Team, SPINE and Livestream Team to create a calendar of virtual church wide initiatives

- Other duties, as required

General Requirements:

- Bachelor's Degree or Certificate in Communications, Media Relations, or equivalent experience
- Minimum 2-3 years' working experience in an office environment; experience in a parish is an asset.
- Must possess excellent oral, written and interpersonal communication skills with solid writing and editorial abilities.
- Highly organized with the ability to multitask in a fast- paced environment and meet deadlines. Working under pressure with multiple, competing priorities.
- An understanding of website administration and AODA compliance is an asset.
- Working knowledge of Microsoft Word, PowerPoint, Excel, internet, media monitoring software, and other public relation tools.
- Familiarity with social media platforms: YouTube, Facebook, Instagram, Email Marketing, Google, etc.
- Some understanding of copywriting, graphic design, layout, and publishing
- Able to infuse all communications with a spiritual and biblical perspective while remaining contemporary
- A faith-based understanding of the Catholic Church, its tenets and culture, and respect for its leadership and parish clergy
- A criminal background check will be required of the successful applicant

Those wishing to be considered should submit their resume and cover letter in MS Word or PDF format to: **Fr. Dominic Barber** at hr@stpatrick.on.ca. Deadline for receipt of applications is **March 7, 2021**. We thank all applicants, however, only those selected for an interview will be contacted.

In compliance with the Accessibility for Ontarians with Disabilities Act (AODA), the Archdiocese of Toronto provides reasonable accommodations to individuals with disabilities. If contacted for an interview, applicants should make any accommodation needs known at that time.