



## **Missioner for Communication**

The Episcopal Diocese of Western North Carolina seeks a Missioner for Communication to assist Bishop José A. McLoughlin in promoting and communicating the Good News throughout Western North Carolina. The Diocese is a community of 64 parishes, 4 summer chapels, 2 conference centers, 1 retirement community and 1 school across the 28 western-most counties of the state. Together, in partnership with our Bishop, we collectively witness to God's love for the whole world.

### **Basic Function**

The Missioner of Communications has as its major responsibility as: direction and management of all communications to the wider public and to the diocese; the management of public relations; development and sustainment of reputation and messaging; cultivate and initiate stories focused on the mission and ministry of the diocese; and serve as critical resource for diocesan clergy and parish lay leaders.. This position also assists the Diocesan Staff as needed, and functions as a member of the Bishop's team. This position is a non-exempt, full-time staff position with benefits.

The candidate must be a seasoned and highly competent professional, well organized, with good people skills, with pastoral sensitivity, the ability to keep a cool head under pressure, and to use independent, sound judgment when the need arises. The candidate must be professional in demeanor, loyal and discreet, with a sense for Episcopal Church polity.

### **Primary Responsibilities**

1. Develop and implement strategy to communicate diocesan goals, message, and ministry/services of Bishop's staff, with emphasis on digital means of delivery;
2. Inform, educate, and inspire diocesan clergy and lay leadership so they may better communicate with their communities of faith;
3. Oversees the public image of the Diocese, and maintains all media relations; maintain information flow with Episcopal News Service and The Episcopal Church Public Affairs Office.
4. Ensure active presence on major online digital platforms to include but not be limited to Facebook, Instagram, Twitter, and YouTube;

5. Serve as managing editor of diocesan publications such as weekly newsletters, email announcements, planned publications, video, and special projects for the Diocese of Western North Carolina.
6. Monitor external communications about the Diocese, responding as necessary;
7. Ensure that diocesan communication policies are in alignment with current best practices for digital communications;
8. Manage brand identity and messaging in materials developed and used by diocesan staff as well as those developed and used by other diocesan entities;
9. Develop and deliver training for congregations and other diocesan entities in their own communications, including in person and online training on best practices for websites, social media, worship service streaming and other communications;
10. Develop an annual budget for products and services for communications;
11. Website content and design; Create rich and creative content that is optimized for search engines.
12. Ensure readability of all content by copy editing as necessary and provide broad editorial oversight to insure consistency and clarity of message;
13. Crisis communications;
14. Draft statements and messages for the Bishop as needed/necessary;
15. Ensure that all opportunities for the Bishop are fully vetted;
16. In coordination with other staff, including the Canon to the Ordinary, develop, manage, and promote special diocesan events, including Annual Diocesan Convention;
17. Identify, evaluate, and engage third party vendors as needed;
18. Other duties as assigned.

### **Qualifications & Proficiency Levels Desired**

- Bachelor's Degree (or equivalent experience).
- Experience as a communications strategist;
- Videography and Photography experience, including editing visual material;
- An eye for design and overall look of photos, layouts and publications, with a portfolio of work relating to the position;
- Advanced, hands-on expertise with major social media platforms, as well as social media scheduling and monitoring platforms;
  
- Strong writing, editing, and design skills specifically for online digital platforms;
- Ability to work with content management system websites;

- Experience working in a nonprofit or mission-based organization or a marketing communications agency serving such clients;
- Personal computer background with proficiency of Microsoft Office Suite and Adobe Creative Suite; Wix; and Constant Contact; as well as other electronic publishing tools. Ability to learn new computer programs and platforms.
- Organized and able to prioritize work for timely completion.
- Ability to multi-task and manage busy desk; flexibility required; work duties are subject to interruption and must be able to prioritize tasks.
- Ability to maintain composure under stress;
- Self-motivated and able to work with little or no supervision at times;
- Ability to maintain a positive attitude and confidentiality;
- Ability to use the “voice and style” of the Bishop in drafting messages for the Bishop;
- Working knowledge of The Episcopal Church language, history, liturgy and ministries is preferred;
- Ability to speak Spanish is an advantage;
- Ability to take direction from a variety of people to integrate into work required by Bishop.

### **Essays**

In 350 words (or less), please respond to the following prompts:

1. Write an “elevator speech” about the diocese based on our current web content.
2. Tell us about an experience you have managed where you had to reach an audience who was not digitally well-informed. How did you deliver the information and help them increase their ability to interact?

**Start date:** July 5, 2022

**Compensation:** Commensurate with Experience

**Benefits:** Health and Pension

**Supervisor:** Canon to the Ordinary (chief of staff).

**To Apply:**

Submit a cover letter (addressed to Bishop José McLoughlin) and resume to [canonaugusta@diocesewnc.org](mailto:canonaugusta@diocesewnc.org). Please also provide 4 references. Final job offer will be subject to a background check (financial/criminal).