

EPISCOPAL DIOCESE OF ROCHESTER

Job Title: Diocesan Communications Specialist
Reports To: Operations and Benefits Manager
Job Type: Full Time
Location Henrietta, NY

CORE ROLES

The Communications Specialist, is responsible for planning and executing internal and external communication functions of the Bishop's Office, in support of our Diocesan Mission statement, through effective engagement with leaders, parishes and the wider community.

ESSENTIAL FUNCTIONS

Support Bishop, Staff and Diocese

- Support the Bishop and staff's ministry of pastoral oversight and evangelism using creative communications tools to connect with the public and navigate public issues; including but, not limited to print, internet, web, videos and social media.
- Develop internal publications such as newsletters, releases, email announcements, planned publications, online, internet, video, special projects and assignments. Draft, review and/or edit all external Diocesan communications.
- Meet strategic deadlines for regular diocesan news communications, ensuring that all interested parties receive information via electronic medium or mailings.
- Create online registration, while promoting, and assisting the team in planning and execution of Diocesan Convention and other smaller Diocesan events throughout the year.
- Provide daily updates to electronic resources; Diocesan website, database, social media and other Episcopal Church online resources.
- Monitor the Diocesan Asset Map and manage the transition of responsibilities to a dedicated Deacon within 18 months.
- Other duties as may be assigned.

Engage Parishes and Wider Community

- Establish and maintain effective working relationships with clergy, leadership, congregations, interfaith organizations and the public.
- Develop and implement a communication strategy, for delivery of Episcopal culture, values and mission initiatives focusing on increasing exposure of good works in the Diocese by building new awareness, invitation and connections among leadership, parishes, districts, non-members, and seekers in the community.
- Works-closely with Operations Manager to collaborate with identified parish leaders, freelancers and volunteers to pull high-quality information about; public events, parishes mission stories, organizational partnerships including the interfaith community and related national and world news.
- Develop a strategy to coordinate a team of volunteers from parishes, districts and leaders to connect them to communication resources and each other.
- Serve as the primary media contact for the Diocese by creating media relationships and maximizes media opportunities. Confirm that all media opportunities for the Bishop are fully vetted.
- Other duties as may be assigned.

Education

A Bachelor's Degree in public relations, organizational communication, journalism, advertising and/or marketing.

Knowledge, Skills and Abilities, Required

Three years or more professional experience;

- implementing effective communication strategies, website administration, database management, email marketing, event promotion, photography and video production.
- Outstanding written and verbal communication skills including strong proofreading skills, attention to detail, public speaking in front of large groups and comfort communicating within a Christian context
- Demonstrates knowledge of public relations best practice, news media and publicity.
- Demonstrates ability to prioritize and organize work effectively and handle multiple projects simultaneously while meeting deadlines. Thrive in a deadline or goal-driven environment.
- Ability to work within a team environment to keep communication messages consistent with overall organizational messaging goals.
- Results oriented with a demonstrated track record, strong problem-solving skills, sound time management skills and a self-starter.

Preferable, not required

Experience in a non-profit environment, knowledge of Episcopal polity.

REQUIRED ATTRIBUTES

Communication – A drive for clarity and succinctness, a quick thinker and active listener.

Sensitivity – Awareness of the power of words and images, has a great sensitivity to their impact inside and outside of the church.

Awareness – Of current events and how the Church is or could be involved.

Teamwork – Engages with all staff and leadership to support communications needs.

Timeliness - Responds and communicates to all inquiries in a timely manner.

Relationship - Continually builds relationships throughout the Diocese and wider world.

Stewardship - Is mindful of and participates in good stewardship of all resources.

Leadership - Provides leadership; ability to encourage and empower others.

Work Environment and Physical Demands:

The work environment characteristics and physical demands described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate. (i.e. business office with computers and printers, light traffic), after-hours, weekend and holiday work are sometimes necessary, comfortable with multi-tasking in a small, but very busy environment.

The Diocesan Communications Specialist may spend long hours sitting/standing and using office equipment and computers.