



TRINITY EXECUTIVE PARTNERSHIP

ROMAN CATHOLIC DIOCESE OF CHARLOTTE

JOB DESCRIPTION: Director of Communications

Trinity Executive Partnership is assisting the Roman Catholic Diocese of Charlotte in the recruitment of a Director of Communications.

BACKGROUND

The Diocese of Charlotte was canonically established on Nov. 12, 1971, by Pope Paul VI and officially instituted on Jan. 12, 1972. The Charlotte diocese includes 46 counties covering 20,700 square miles in western and central North Carolina. The total population of the diocese as of 2018—the year of the most recent pastoral report—was 5,282,000 people. Of that, 285,655, or about 5.4% of the total population, were registered Catholics from more than 77,455 households. According to the report, there are an estimated 230,000 unregistered Hispanic or Latino Catholics living in the diocese as well.

The Diocese of Charlotte is led by Bishop Peter Joseph Jugis, who has served as pastor of St. Patrick's Cathedral in Charlotte since Oct. 24, 2003. At present the diocese includes 73 parishes and 18 schools, and is home to 76 active Diocesan priests, 103 deacons, 123 religious sisters, and 11 religious brothers.

CITY OF CHARLOTTE

Charlotte is the most populous city in North Carolina and the 16th most populous city in the United States, with over 872,000 residents within the city limits. Between 2004 and 2014, the Charlotte greater metropolitan area ranked as the country's fastest growing, with 888,000 new residents to total approximately 2.5 million residents; and in 2016 it topped a national list of the 50 largest millennial hubs.

The Charlotte region is known for its moderate climate, affordable cost of living, and desirable location, with both beaches and mountains just a few hours' drive away. Economically, Charlotte enjoys a relatively low unemployment rate, with major employers including some of the country's largest banking and financial institutions: Bank of America, Wells Fargo, Ally, and LendingTree are among those with either headquarters or substantial operations here. The region also boasts highly competitive public and private K-12 schools, and the state is home to some of the country's most admired colleges and universities.

POSITION OVERVIEW

The Director of Communications is responsible for the development and implementation of internal and external communications strategies and plans for the Diocese of Charlotte to effectively convey and support the pastoral and administrative priorities, the mission of the diocese, and the teachings of the Church. At the direction of the Bishop or other diocesan leadership, the Director acts as spokesperson for the diocese. The Director reports to the Vicar General/Chancellor but also has an open line to the Bishop.

The Director of Communications directs the communications strategy of the diocese in coordination with the Bishop; researches, initiates, develops, and maintains excellent relationships with traditional and online media, and responds to media inquiries in coordination with the Bishop; researches, writes and edits various materials for distribution to the press and stakeholder groups, as well as internal correspondence to support offices and ministries of the diocese; supervises and coordinates with other staff members to implement consistent messaging for initiatives across all communications platforms; coordinates communications planning for potential and actual crises; manages the development and maintenance of social media platforms to current creative standards; and serves as a consultant to parishes, schools, and diocesan affiliates regarding communications strategies. The diocese office functions with a very collaborative and team orientation which will be central in this role. The Director of Communications will serve as a key member of the Vicar General's senior leadership team/cabinet.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develops a strategic and comprehensive communication plan, with metrics, utilizing both traditional and new media, to address contemporary challenges and broaden visibility of diocesan ministries and the mission of the local Church.
- Serves as an active, contributing member of the Bishop's Senior Staff, providing visionary insight, advisement, policy formation, evaluation, and continually seeks out new opportunities of shared services, working collaboratively with departments to promote holy disciples, families and vocations.
- At the direction of the Bishop or his designee, serves as spokesperson for the diocese on issues of urgency, sensitivity, or controversy, while maintaining confidentiality.
- Develops diocesan messages, talking points, and supporting materials as needed to maintain the pastoral visibility of the Bishop and promote understanding of his pastoral and administrative initiatives.
- Develops and edits digital communications, marketing, and public relations activities and materials including publications, media relations, and the use of

digital media including Facebook, Twitter, Instagram, podcasts, wikis and other social media.

- Ensures articulation of diocesan desired image and position, safeguarding consistent communication of image and position throughout the diocese and communicates this to all constituencies, both internal and external.
- Writes and distributes news releases for the Pastoral Center offices, parishes and schools (as needed). Responds to media inquiries for the Pastoral Center offices, parishes, and schools (as needed), as well as coordinating media interviews.
- Maintains a high degree of professionalism and credibility with the diocesan staff, clergy, the public, and all media through knowledge, forthrightness, and truthfulness, with a high focus on building effective and positive relationships.
- Provides public relations, digital communications and crisis management counsel and assistance to the Bishop, diocesan staff, pastors, parishes, schools and diocesan agencies; which may at times require consultation with general legal counsel and human resources.
- Develops a web presence plan that drives traffic to and promotes usage of the diocesan websites including ways to engage the public and media with proactive message delivery, use of appropriate logos, proclaimers and live links to local sponsors.
- Serves as social media consultant to communications staff, diocesan staff, and volunteers for specific events/programs.
- Establishes regular check points with direct reports; takes constructive timely action to remedy problems, and consistently meets quality standards and deadlines; works in a team environment and articulates the purpose and vision with staff, develop goals with them, establish objectives, and follows-up to ensure that expectations are met.
- Works creatively with Pastoral Center staff and department heads to coordinate the audio/visual needs and maximize publicity for special events, programs and major announcements from diocesan offices and agencies, including the videotaping, production, editing, and releasing a recording product.
- Provides information to the public on diocesan decisions and policies (e.g. filming in churches), and on matters of Church teaching.
- Acts as liaison to other dioceses and national offices for media and communications matters.
- Remains current on media issues, especially developments on religious and ethical topics.

- Utilizes wise stewardship principles in developing and implementing an annual department budget with monthly review of office expenditures and oversees the budget procedures of department ministries.
- Performs other related duties as assigned by the Vicar General/Chancellor.
- Acts as supervise editor of the *Catholic News Herald*.

QUALIFICATIONS

- Minimum of a Bachelor's degree (Master's degree preferred) in communications, journalism, digital communications, public relations or a related field with ***five to seven years of practical work experience in managing marketing, communications, media relations/ audio-visual production or public relations.***
- Specific experience in church organizational and operations procedures is preferred or in a complex, multi-unit organization.
- Thorough knowledge of the methods and techniques for disseminating information to the public as well as facilitating internal communication among departments and agencies.
- Ability to capture critical information/key points by using exceptional active listening skills and asking appropriate probing questions while documenting conversations and recommendations given.
- Practicing member of the Catholic Church, in good standing with the Church who has the ability to respect, promote, and accommodate—or thorough knowledge of Catholic Church theology, history, teaching and Catechism, and not be in conflict with—the mission, moral and social teachings, doctrines, and laws of the Roman Catholic faith.
- Ability to pursue the ministry with energy, drive and a need to produce results, especially in the face of resistance or setbacks.
- Must be creative, self-confident, assertive and persuasive.
- Ability and willingness to be flexible about working schedule and hours in order to provide event coverage and be a resource to parishes.
- Demonstrated experience managing crisis communication (high priority).
- Superior professional writing and copy-editing skills; must be able to present ideas in a cogent, understandable, and compelling manner. Must also be able to adjust and respond accordingly on tight deadlines and in rapidly changing situations.
- Excellent oral communications skills for speaking to and interacting with the media and other appropriate stakeholders, including public speaking. Well-prepared and skilled in dealing with journalists from print, broadcast, or Web-

based outlets. Experience in conducting news briefings, news conferences and media interviews.

- Skilled in strategic planning, program development, media relations, advocacy and digital communications.
- Must have a collaborative style; proven team builder with effective employee-relations skills. Proven ability to lead and motivate teams through recognition, participation and delegation. A leadership style that is approachable, engaging, as well as results and action-oriented with experience in being a “leader of leaders” with a semi-autonomous team.
- Proficient with information technology including Microsoft Office, Adobe Creative Suite, and social media usage. Web site contributor level should be proficient and experience in video editing.
- Must have a comprehensive knowledge of major issues facing the Catholic Church in the U.S. and the world. Currency in Catholic-based media is a must.
- Ability to establish and maintain effective working relationships with diocesan offices, parishes and schools, in addition to the media.
- Exercises considerable independence and judgment with a high level of confidentiality.
- Ability to organize and prioritize work, be proactive, take initiative, resolve complex problems, follow through, and simultaneously manage multiple priorities.
- Must successfully pass the required BCI/FBI background & training prior to employment and every five years.

Diocese of Charlotte is an Equal Opportunity Employer.

For inquiries or to submit a cover letter and resume please contact:

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