

Media Specialist- HOLY FAMILY DUXBURY

part-time 19 hours per week

Role:

The Media Specialist will be a member of the parish staff, work part time (19 hours per week) and report to the Pastoral Associate. The Communications and Media Specialist will create engaging print and digital media reflecting a cohesive message developed by the Pastoral Associate and Pastor. This person will plan, schedule, and coordinate all church communications within the parish and analyze communication metrics to determine effectiveness.

Specific Duties:

1. Develop an annual communications plan for the website and social media platforms (Facebook, Instagram, X, and YouTube with possible expansion to others.) in collaboration with parish staff to evangelize people beyond those attending Mass.
2. Publish content to the parish website, Flocknote email system, and all social media platforms that build engagement with parishioners of Holy Family Duxbury. Create a standard plan for the liturgical year postings and updates, then create a season by season plan for communications with the Pastoral Associate.
3. Collaborate with webpage host to monitor pages for current and accurate information, work with parish staff to advertise events, faith formation, and volunteer opportunities.
4. Design/utilize compelling graphics, copy and signage in all communications, including the parish bulletin.
5. Produce biweekly Flocknote email blast which includes a witness video and links to relevant content to be shared with parishioners.
6. Gather, edit, produce and post video/audio messages, homilies, and other content on relevant platforms.
7. Monitor social media and Flocknote posts and comments to maintain positive dialogue with the community.
8. Analyze digital metrics to determine effectiveness of all communications.
9. Support marketing and creation of marketing materials parish wide including power point slides for monitors and projection system.

Qualifications:

- Candidate must have an openness to spreading and serving the mission of Holy Family and the Catholic Faith. We are open to training the right candidate in the mission and work of the Catholic Faith. The ideal candidate, however, is a practicing Catholic with an ability to share his/her faith both in word and deed.
- Bachelor's degree in communications, graphic design, social media, marketing, or equivalent experience
- 1-2 years of marketing, social media/website content creation experience
- Demonstrated proficiency with content management systems, Canva and other creation tools, social media and social media scheduling programs
- Experience with or ability to learn Flocknote email platform and Parish Soft database
- Ideal candidate is a natural communicator articulate both in person and on paper
- Meticulous about details and overseeing projects through from concept to completion
- Ability to think creatively and work collaboratively with other parish staff, clergy, ministry leaders and general volunteers

Hours:

- Part time hours up to 19 per week
- Hybrid position- remote/in person

To apply please send cover letter, resume and a sample portfolio of work to Jeanne Cregan – jcregan@holyfamilydubury.org.