

Senior Communications Director

Claretian Missionaries USA-Canada

The Claretian Missionaries, a 501(c)(3) religious organization based in downtown Chicago, has an exciting full-time opportunity for a **Senior Communications Director** to lead a newly formed department. The Senior Communications Director (SCD) will be the chief storyteller charged with spreading the news of the vision and actions of the Claretian Missionaries USA-CANADA Province. The SCD will maintain a strong and consistent presentation of the mission/brand of the Province. The work of the SCD will integrate all internally owned media platforms (website/online, social media, email platforms, podcasts, etc.). The SCD will manage the promotion of the Claretian Missionaries, USA-CANADA Province and its ministries in all traditional and online media.

Responsibilities

The SCD will play an integral role in forming a new Communications Department for the Province. The new department will have the SCD leading a team of five to seven people, including four direct reports. The SCD will coordinate and oversee communications across all online, email and social media platforms. They will also manage public relations for the organization.

The SCD will develop and implement a long-term strategic communications plan to profile the Claretians, the Province and its ministries with the goal of raising awareness and promoting the Congregation's identity.

Direct reports include the Managing Editor of U.S. Catholic magazine, those who will be tasked with the website, social media, podcast development and production, and press releases, as well as the Provincial Archivist.

The SCD will collaborate with other team members to manage the websites of the initiatives and ministries of the Province. This includes coordination of the team members who execute the branded social feeds and email blasts that target internal and external audiences.

Overseeing and editing press releases for local, regional, and national public relations activities is also a primary responsibility of the SCD.

Main Accountabilities

- Design an integrated strategy for the use of online, social media, email, and traditional media across the various Province ministries.
- Develop the Communications budget, track, and report expenditures. Facilitate the budget process with direct report department managers.
- Manage the Province website by evaluating and developing content for both internal and external audiences, assuring that text and images communicate effectively. Evaluate methods of increasing visitor traffic to site and report results on effectiveness at reaching communication goals.
- Leverage Archive assets for use in various communication outreach efforts and to provide context for press and media opportunities.
- Develop and maintain vendor relationships for Province advertising initiatives as well as the printing of Province materials.
- Travel to various ministries in the United States and Canada to promote Claretian apostolic

endeavors. Report and be present at Province events of major significance (chapters, assemblies, ordinations, and professions).

- Collaborate with the General Government in Rome and other Claretian Provinces to promote the Claretian missions, ministries, and vocation awareness.
- Monitor and report news coverage. Provide updates to the Provincial on matters of concern and formulate appropriate responses consistent with media response protocol.
- Provide ethical crisis communications management in the face of negative or damaging situations.

Qualifications and Skills

- Bachelor's degree in communications or related field required.
- Minimum of eight years' experience in a corporate or organizational communications setting, with three years director level experience.
- Strong ability to direct, manage, motivate, and evaluate direct reports.
- Strong ability to promote teamwork and foster inter-departmental use of communication assets.
- Editorial planning experience and ability to evaluate and set deadlines for a team.
- Knowledge of the Catholic Church and traditions.
- Understanding or readiness to understand the Claretian charism.
- Excellent writing, editing, and proof-reading skills.
- Competence in visual literacy to determine media and images to highlight the Claretian mission.
- Knowledge of AP Style.
- Strong computer literacy and experience with Word Press and other publication software.
- Knowledge and understanding of social media best practices.
- Ability to solve problems and work independently, taking initiative as needed.
- Strong organizational skills and attention to detail.
- Ability to maintain confidentiality.
- Bi-Lingual Spanish preferred.

Salary offering is based on proven experience. Includes excellent employee benefits for a competitive total compensation package. **For position consideration, please email cover letter, resume, and desired salary requirements to Human Resources, Claretian Missionaries:** hr@claretians.org

About the Claretian Missionaries

The Claretian Missionaries in the United State and Canada are dedicated to:

- Bringing the Word of God to all people as companions on their journey through life.
- Working for the betterment of society and providing the tools and resources to promote human dignity.
- Encouraging young adults to participate in leadership at all levels of the ministry.
- Continuing the commitment to serve the Hispanic communities in the United States and Canada.
- Sponsoring print and media to evangelize the people of God to strengthen their faith commitment.
- Engaging outreach to Catholics who have left the Church.
- Standing in solidarity with immigrants and refugees as advocates of comprehensive immigration reform.
- Assuring the safety of children in all the ministries.

Claretian Missionaries Service Corporation is an equal opportunity employer.