

## **Position Title: Director of Communications and Community Engagement**

**Purpose of Position** – The Director of Communications and Community Engagement will be primarily responsible for implementing a plan to convey the cathedral’s message, both internally and externally. That plan should create better community and coherence internally, and shape our brand and message for diverse external audiences.

**Supervisor** – All employees of the cathedral work for the Dean, but the direct supervisor of this position will be the Vicar. The Vicar will resource and guide the position’s activities, manage workload, and oversee it as part of the overall ministry operations and strategy of this cathedral.

**Key Working Relationships** – Besides the Vicar, this position will work closely with the music departments which has a robust set of external partners offerings to the community. The Dean the primary spokesperson for the community, and provides content and strategic direction.

**Duties and Responsibilities** –

- Leverage website and regular email communications to advance mission and vision
- Develop and implement focused social media strategy
- Manage live-streaming for Sunday and special services; supervise contract employees, and engage virtual congregation
- Advise the Dean and Vicar on messaging and media relations.
- Cohere visual identity and branding. Develop style guides and assets that allow staff and professional volunteers to produce content and collateral within established parameters
- Maintain data and technology related to the role, including church databases.

**Complexities of Position** – By its nature, the Cathedral has a diverse set of relationships and audiences. While our identity is the same, the ways in which that needs to be communicated across media and audience is layered and complex. This candidate for this position should be familiar with different messaging styles and methods for conveying that message, and secondarily be able, over time, to develop fluency in the cathedral’s mission, vision, values and principal activities.

**Qualifications** - The successful candidate will be:

- a communications generalist with 5-10 years of relevant experience, and broad competency in each of the core functions of the position with work history in a mission-driven or non-profit environment, and understanding of their passion, potential and limitations.
- a polished copywriter, editor and proofreader with proficiency in a breadth of technologies, and discernment about which ones to adopt, employ, etc.
- committed to, and interested in, the role of organized religion in general and an Anglican cathedral in particular, in a secular society and a work style that balances self-direction with collaboration

**Terms of Employment** – This is a full-time position, compensated in accordance with diocesan policies. Normal hours will be 9-5 Sunday-Thursday with predictable needs for holidays, and some weekend or evening events.