



# The Episcopal Diocese of Western North Carolina

900B CentrePark Drive, Asheville, NC 28805 | 828-225-6656 | diocesewnc.org

## **Missioner for Communication and Media Specialist**

The Missioner for Communication and Media Specialist in the Diocese of Western North Carolina assists Bishop José A. McLoughlin in promoting and communicating the Good News throughout Western North Carolina. The Diocese is a community of 64 parishes, 4 summer chapels, 2 conference centers, 1 retirement community and 1 school across the 28 western-most counties of the state. Together, in partnership with our Bishop, we collectively witness to God's love for the whole world.

### **Basic Function**

The Missioner of Communications has as its major responsibility: direct and manage of all communications to the wider public and to the diocese; manage all public relations; develop and sustain diocesan reputation and messaging; cultivate and initiate stories focused on the mission and ministry of the diocese; and serve as critical resource for diocesan clergy and parish lay leaders. This position also assists the Diocesan Staff, and functions as a member of the Bishop's team. This position is a non-exempt, full-time staff position with benefits.

The missioner will employ the following skills: high professional competency, well organized, good people skills, pastoral sensitivity, the ability to keep a cool head under pressure, and the use of independent, sound judgment when the need arises. The missioner must be professional in demeanor, loyal and discreet, with a sense for Episcopal Church polity.

### **Primary Responsibilities**

- Develop and implement strategy to communicate diocesan goals, message, and ministry/services of Bishop's staff, with emphasis on digital means of delivery.
- Oversees the public image and brand of the Diocese.
- Serve as managing editor of diocesan publications such as weekly newsletters, email announcements, planned publications, video, and special projects for the Diocese of Western North Carolina.
- Develop, create, design and curate high quality content, including text, images, and videos for our social media channels.
- Website content and design; Create rich and creative content that is optimized for search engines.
- Ensure readability of all content by copy editing as necessary and provide broad editorial oversight to insure consistency and clarity of message;

- Ensure active presence on major online digital platforms to include but not be limited to Facebook, Instagram, and YouTube.
- Track and analyze social media performance metrics to measure effectiveness and identify areas for improvement.
- Keep informed about the latest social media trends, algorithms, and best practices to continuously improve our strategies.
- Monitor external communications about the Diocese, responding as necessary.
- Manages all media relations, including maintaining information flow with Episcopal News Service and The Episcopal Church Public Affairs Office.
- Manage brand identity and messaging in materials developed and used by diocesan staff as well as those developed and used by other diocesan entities.
- Ensure that diocesan communication policies are in alignment with current best practices for digital communications.
- Develop and deliver training for congregations and other diocesan entities in their own communications, including in person and online training on best practices for websites, social media, worship service streaming and other communications.
- Inform, educate, and inspire diocesan clergy and lay leadership so they may better communicate with their communities of faith.
- Crisis communications as needed.
- Draft statements and messages for the Bishop as needed/necessary.
- In coordination with other staff, including the Canon to the Ordinary, develop, manage, and promote special diocesan events, including Annual Diocesan Convention.
- Identify, evaluate, and engage third party vendors as needed.
- Other duties as assigned.

### **Qualifications & Proficiency Levels Desired**

- Bachelor's Degree (or equivalent experience).
- Experience as a communications and media strategist.
- Videography and Photography experience, including editing visual material.
- An eye for design and overall look of photos, layouts and publications, with a portfolio of work relating to the position.
- Advanced, hands-on expertise with major social media platforms, as well as social media scheduling, monitoring, and analyzing platforms.

- Strong writing, editing, and design skills specifically for online digital platforms.
- Ability to work with content management system websites.
- Experience working in a nonprofit or mission-based organization or a marketing communications agency serving such clients.
- Willingness to ask questions, learn new skills, and solve problems independently.
- Personal computer background with proficiency of Microsoft Office Suite and Adobe Creative Suite; Wix; and Constant Contact; as well as other electronic publishing tools. Ability to learn new computer programs and platforms.
- Organized and able to prioritize work for timely completion.
- Ability to multi-task and manage busy desk; flexibility required; work duties are subject to interruption and must be able to prioritize tasks.
- Ability to maintain composure under stress.
- Self-motivated and able to work with little or no supervision at times.
- Ability to maintain a positive attitude and confidentiality.
- Ability to use the “voice and style” of the Bishop in drafting messages for the Bishop.
- Working knowledge of The Episcopal Church language, history, liturgy and ministries is preferred.
- Ability to speak Spanish is an advantage.
- Ability to take direction from a variety of people to integrate into work required by Bishop.

Work setting: In person Monday-Friday (8:30-5pm). Flexibility to work Sundays as needed.

Occasional travel throughout the diocese in Western North Carolina.

Compensation: Commensurate with experience

Please provide a writing sample and a design sample (or portfolio of digital work).

Interested candidates are invited to send their resources to:

The Rev. Canon Augusta Anderson [canonaugusta@diocesewnc.org](mailto:canonaugusta@diocesewnc.org)