

ST. GABRIEL CHURCH JOB DESCRIPTION

Title: *Communications Associate – Graphic Design and Social Media*

Job Classification: Hourly, 40 hrs/week

Incumbent: New Position

Date of Hire:

Supervisor: Communications Director

TO APPLY: Send cover letter, resume and portfolio (as a PDF or website link) to Darby McClatchy at dmclatchy@stgabrielchurch.org.

POSITION SUMMARY

Bring your passion for graphic design, your enthusiasm for social media, and your love of the Catholic faith to this entry-level position at St. Gabriel Catholic Church. As part of our Communications Department, help invite people into the good news and story of being a disciple of Christ in our parish. Our small communications department relies heavily on teamwork, flexibility, and self-management as we work on many projects simultaneously. We have occasional deadlines that require evening or weekend work.

RESPONSIBILITIES

- **GRAPHIC DESIGN:** Design and produce high-quality, engaging digital and print content for social media, website, digital signage, ministry promotion, sanctuary announcements, vinyl banners, events, etc. following the parish's style guide and brand.
- **SOCIAL MEDIA:** With the Communications Director, develop and implement the parish's social media content calendar, including gathering media support and writing caption copy that is engaging, relevant, and consistent with our "voice". Monitor social media channels daily. Use analytics to inform and improve plans.
- **DIGITAL SIGNAGE SYSTEM/SANCTUARY GRAPHICS:** Manage the parish's digital signage system (Visix). Post content to digital signage system and sanctuary graphics weekly.
- **WEBSITE:** Assist, as needed, in posting and maintaining content on the parish website.
- **BRAND MANAGEMENT:** Assist and advise the Communications Director in managing and strengthening the parish brand.

KEY TRAITS, SKILLS, AND QUALIFICATIONS

- **COLLEGE GRADUATE:** A recent degree in Graphic Design, Art, Marketing or related field.
- **CREATIVE ARTIST:** Quickly develop ideas and innovative designs to accomplish goals, continually improving effectiveness of communication pieces.

- **GRAPHIC DESIGN/SOFTWARE SPECIALIST:** Proficient in the Adobe Creative Suite. PowerPoint and Canva are helpful.
- **SOCIAL MEDIA SPECIALIST:** Competent in updating social media platforms for professional uses (Facebook, Instagram, Google, etc.) and using scheduling software (Hootsuite, etc.).
- **COMPETENT WRITER:** Design and write engaging, relevant content for all social media platforms (Instagram, Facebook, YouTube, etc.) consistent with our parish “voice” and using correct grammar, spelling, punctuation, and language at all times (e.g., AP Style Guide).
- **ORGANIZED AND EFFICIENT TEAM PLAYER:** Able to work on multiple projects simultaneously, re-prioritizing as needed, managing ongoing communication for these projects.
- **EAGER LEARNER:** Stay abreast of best practices, trends, and innovations in design, content generation and communication technology.
- **RESPONSIVE TO DESIGN CRITIQUES:** Willing and able to adapt and change designs to better achieve project goals. Can take direction and feedback well.
- **DETAIL ORIENTED:** Superior attention to detail in all aspects of work.
- **EFFECTIVE COMMUNICATOR:** Maintain an open line of communication (verbal and written) with team members and staff to accomplish work. Demonstrates effective listening skills.
- **PRACTICING CATHOLIC:** A practicing Catholic with a heart for growing in faith and relationship with Jesus. A demonstrated understanding and support of the Catholic faith, liturgies, and parish life.