



GLENMARY

HOME MISSIONERS

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Job Description

DIRECTOR OF COMMUNICATIONS & MARKETING

PURPOSE

Responsible for the development and implementation of effective strategies in the areas of communications, marketing and public relations that will increase the visibility of Glenmary Home Missioners, a Roman Catholic religious society, in a manner that improves their fundraising potential, increases vocations prospects and enhances their reputation. This includes all forms of communication: print, audiovisual, digital.

POSITION SUMMARY

The Director of Communications & Marketing is a co-worker of the Glenmary Home Missioners with the expectation that s/he will adopt and execute the missionary charism of Glenmary. This position is one of leadership ministry and includes management/supervision of a communications team consisting of, in addition to the Director: a Project Manager, Social Media Manager, and Spanish Language Manager and various outside contractors. The Director must be able to communicate clearly and effectively orally, via conference video, and in written formats with a variety of people including employees, peers, supervisors, members of a religious order, donors, potential donors, vocations prospects and “external customers” on all matters. This is an on-site job at our headquarters in Fairfield, Ohio. Occasional overnight travel will be required.

DUTIES AND RESPONSIBILITIES

A. Strategic Plan

- a. Collaboratively manages and coordinates communications and marketing strategies to advance Glenmary’s mission across key stakeholder audiences including prospective members, donors, potential donors, media outlets and the general public.
- b. Identifies relevant and emerging issues facing Glenmary and work with specific team leaders in other departments to craft strategies to identify internal and external opportunities and solutions.

B. Team Leadership

- a. Leads a small team to implement a marketing and communications action plan, maintains an organizational communications calendar and provides administrative support as needed.

C. Content Creation & Management

- a. Serve as editor of the *Glenmary Challenge*, an 18 page, quarterly print magazine with circulation of 50,000.
- b. Create, update content, write and solicit content and gather accompanying images for printed materials and electronic media in coordination with other departments as required.

D. Digital Marketing

- a. Oversees a variety of newsletters, brochures, media releases, fact sheets, biographies, mission profiles and prepares donor communications, vocations information and other company-wide resources as directed for consistency of message and image.

E. Public Relations/Crisis Communications

- a. Interacts with media as corporate spokesperson as necessary.

F. Campaign Managements

- a. Functions as a clearinghouse for all external Glenmary communications – (print and electronic) to ensure overall consistency in the presentation of Glenmary’s mission, message and image and to guard against copyright or trademark infringements.
- b. Participates actively in staff meetings, ministry programs and retreats and Advisory Committee meetings.

G. Budgeting

- a. Develops and supervises the annual budgets for the Office of Communications and Marketing, including *Glenmary Challenge Magazine*, *El Reto Glenmary*, Glenmary.org and social media, and portions of various interdepartmental projects.

H. General

- a. Provides media production support to various Glenmary departments.
- b. Maintains active membership in appropriate professional organizations.
- c. Other duties and responsibilities as assigned by the immediate supervisor.

SKILLS AND QUALIFICATIONS

- Bachelor’s Degree - Communications, Journalism, Marketing or related field
- Ability to manage a small team
- Working understanding of Roman Catholicism
- Five to seven years of practical experience required.
- Excellent knowledge of English, including top-quality writing. Knowledge of Spanish preferred.
- A working knowledge of print and electronic production and working knowledge with Adobe desktop publishing software (InDesign, Photoshop and Illustrator), as well as Digital Assets Management systems, required.
- Understanding of basic HTML code, website structure and function, efficiency in Google analytics and web tracking success.
- Proficiency with website content management.
- Social media knowledge of current practices, an understanding of writing posts; posting schedules and familiarity with Facebook, X, LinkedIn, Instagram.
- Ability to work under deadline pressure. Detail oriented and proven success in multi-tasking.
- Photography proficiency a plus; basic ability to use a digital camera required.
- Experience with Constant Contact a plus.

Job Title: Director of Communications & Marketing

Classification: Full Time, Exempt (37.5 hrs./week)

Reports To: Treasurer/COO

Location: Fairfield OH (a suburb of Cincinnati OH)

Interested candidates should send a letter of interest & resume to: ccarpenter@glenmary.org