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About Glenmary Home Missioners

Glenmary Home Missioners (Glenmary) founded in 1939, is a society of priests and brothers who, alongside lay coworkers, serve the spiritual and material needs of people in rural parts of the United States. It is a society of apostolic life with a unique purpose: to make a difference in the lives of families in rural parts of Appalachia and the Deep South through social outreach, establishment of Catholic churches, and a connection with God. Over the past 80 years, Glenmary has successfully nurtured and/or established more than 120 mission communities.

Content Manager: Social Media/Journalism

PURPOSE: A Content Manager who provides high-level communication and loves the mission of the Catholic Church.

POSITION SUMMARY

The Content Manager works in the Communications and Marketing Department. This person is a multimedia journalist who must be proactive and focused on advancing the ministry of Glenmary in all social, digital media, and print media. Create and manage electronic and print communications, marketing materials, and public relations materials to increase the visibility of Glenmary Home Missioners with potential donors, volunteers, and vocations prospects. Collaborate with Spanish Communications.

GENERAL DUTIES AND RESPONSIBILITIES

- Creates, coordinates, and executes robust digital and social media calendar/schedule in English and collaborates with Manager of Spanish Communications.
- Establish and maintain key contacts throughout the Glenmary network of parishes and ministries as listed in the Glenmary Directory, uses these contacts to create media that represents all of Glenmary's various activities.
- Travels as necessary to cover stories for Glenmary-related activities; also gathers material digitally (remotely) from any other location in the Glenmary network of parishes and other ministries.
- Develops story ideas, writes articles, and provides content for, and supports the overall creation of the *Glenmary Challenge* magazine.
- Provides visual media support (i.e. still and video photography) as needed.
- Prepares content for other Glenmary departments as assigned.
- Develops new methods/features for digital outreach.

- Holds membership and participates in appropriate professional organizations.
- Continues to deepen understanding of Roman Catholicism, contemporary church issues, and the cultural and religious context within which Glenmary operates.
- Other work-related duties and responsibilities as assigned by the immediate supervisor.

SKILLS AND QUALIFICATIONS:

- Bachelor's degree required and 3+ years of related experience preferred.
- Good organizational skills.
- Proficiency with Adobe desktop publishing software (InDesign, Photoshop, Illustrator). Basic knowledge of Adobe Rush and Premiere video software. Familiar with WordPress website platform.
- Demonstrates ability to design, layout, illustrate, and prepare social media posts. Ability to work with Facebook, Instagram, LinkedIn, YouTube, WhatsApp, and other social platforms; and adaptability in learning new types of software and forms of media.
- Basic photography and videography skills.
- Proficiency in Microsoft Office (Outlook, Word, Excel, Publisher, and PowerPoint).
- Strong written and verbal communications skills to work with fellow employees, senior leadership, members of a religious order, and “external customers.”
- Ability to communicate effectively and professionally.
- Familiarity with the Catholic faith tradition.
- Ability to write and speak Spanish fluently preferred.

PREFERRED ATTRIBUTES:

The ideal candidate is a great communicator: creative, highly motivated, excellence-driven, and willing to accommodate a variety of tasks, including non-routine requests for various projects. Bilingual in English/Spanish is a plus. We’re looking for a team player who can decipher priorities and make sound judgment calls when needed. We’re looking for someone strongly committed to helping people understand Catholicism, who is willing to understand other faith traditions, and can work toward the common good with people of different opinions and faith traditions.

Job Title: Content Manager - Social Media/Journalism

Department: Communications/Marketing

Reports To: Director of Communications and Marketing

Location: Onsite five days per week for candidates who are within commuting distance OR remote for non-local candidates.

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

Qualified Candidates should:

- submit a cover letter and resume by 6/24/2026
- to Lindsay Braud at lbraud@glenmary.org;
- thank you for your interest in Glenmary Home Missioners.