Position Summary

The Communications, Public Relations and Social Media Manager is responsible for broadening MKLM's visibility in the Catholic and secular arenas. He/she will guide strategy for all external and internal communication, website, social media platforms and public relations messages to consistently articulate the mission of MKLM. This position reports to the Mission Advancement Director and is responsible for setting annual communication targets and contributing to and monitoring their implementation. In particular, he/she will produce and disseminate materials for communicating information about MKLM and its ministries, including donor related materials; coordinate the content of MKLM website, social media and production of the *Voices of Compassion* magazine; oversee MKLM's branding and image; represent MKLM with the media; and maintain updated photo library and database of contacts.

Essential Job Criteria

Education: Bachelor's degree or equivalent from a recognized institution with 5+ years of experience in a related field.

Experience: A demonstrated understanding of public relations concepts, practices, and procedures, including securing media appearances. writing, editing, proof-reading and designing communication documents for public dissemination.
Building and executing social media strategy through audience research.
Generating and sharing daily content that builds meaningful connections.
Set up and optimize MKLM pages within each social media platforms.

Skills: Computer literate – skilled and confident user in office applications such as MS   Word, Excel, PowerPoint, Publisher, Adobe Creative Suite and email; familiarity with relevant information technology and website content management.
Proven working experience in social media marketing or as a digital media specialist.
Demonstrate social networking experience and social analytics tools knowledge
Knowledge of web design, development, CRO and SEO.
Excellent written and oral communication skills, conveying messages to different audiences using diverse media.
Good multitasking and organizational ability.
Full proficiency in spoken and written English required. Full proficiency in spoken and written Spanish would be an asset.
Ability to analyze information from different sources and to synthesize this information into coherent and brief communication documents.
Demonstrated ability to work effectively with major media, including building relationships with major and local media representatives.
Proactive approach to meeting deadlines and delivering results with limited supervision.
Ability to manage multiple projects at a time.

Principal Responsibilities
Media

1. Cultivate relationships with journalists in national, regional, and local Catholic and secular media outlets and publications, including in-person visits to major markets.
2. Develop and manage media contacts list and relationships.
3. Identify key media outlets.
4. Develop compelling story angles.

5. Pitch stories to both national and local Catholic and secular media.
6. Write clear and compelling press releases and by-lined articles.

<u>Website and Social Media</u>

1. Oversee day-to-day management of MKLM's website and other social media platforms.
2. Lead the research, planning, and implementation of the longer-term development of the sites and social media, and ensure they continue to achieve their objectives.

<u>Publications and Materials</u>

1. Coordinate the production of all internal and external MKLM communications, publications, and materials maintaining consistency in content, appearance and format. This includes donor communications, proposals, missioner profiles and MKLM educational materials.

<u>Voices of Compassion Magazine</u>

Lead the ongoing development of the design, content, production, and distribution of the magazine
   a) Lead the planning and editorial meetings for the magazine
   b) Edit and proof-read articles
   c) Write articles
   d) Source and format new images and articles
   e) Design the layout of each issue
   f) Liaison with external advertising, design, and printing contractors
   g) Together with the Mission Advancement Director, amend and sign off on final proofs

<u>Design, Branding, and Images</u>

1. Develop, implement, and maintain a "style" in all MKLM written communications.
2. Develop, implement, and maintain, in collaboration with external consultants as required, strong MKLM visual branding.
3. Develop and maintain MKLM photo library for use across a range of communications forms, with a priority on acquiring current pictures of MKLM Missioners in mission.

<u>Events</u>

1. Promote MKLM events.
2. Design production materials for MKLM events.
3. Represent MKLM at internal and external events as required.

<u>General</u>

1. Remain informed of issues and relevant policies in Maryknoll and Catholic Social Teaching.
2. Set annual communication targets and contribute to and monitor their implementation.
3. Review and revise MKLM Communications Guidelines as needed.
4. Provide training for staff, missioners and candidates to support communications and public relations efforts.
5. Develop, promote, and adhere to agreed systems and procedures across all areas of work.
6. Analyze and measure results of Public Relations initiatives.
7. Complete all tasks and projects assigned by the Mission Advancement Director according to schedule.
8. Manage communications and public relations budget.
9. Serve as point person for the Communications Committee comprised of two representatives from the Mission Services Department and one additional representative from the Mission Advancement Department.

<u>Physical Requirements</u>
- Travel between buildings in all weather conditions.
- Travel related media visits, ministry site visits, etc.
- Travel between floors of buildings using stairs.
- Lift and carry materials, books, forms, supplies and equipment to and from offices, conference rooms and storage areas.