



COMMUNICATIONS DIRECTOR POSITION DESCRIPTION

POSITION SUMMARY

Maryknoll Lay Missioners (MKLM) seeks a Communications Director to envision, execute and amplify the organization's communications and public relations strategy. Reporting to and working closely with the Executive Director, this highly visible management position is responsible for broadening MKLM's visibility in the Catholic and secular arenas. The Communications Director works cross-functionally to curate inspiring narratives of mission; produce and disseminate all marketing communications materials, including donor, program and brand-building collateral; build awareness of mission and MKLM through strategic digital marketing, public relations, and events; oversee MKLM's branding and image; oversee the management of the MKLM website and other digital medium; and administer and enhance the organization's digital asset management (DAM) tool.

The ideal candidate brings innovation, creativity, and vision for cultivating awareness of, engagement in, and support of MKLM's mission to transform the lives of those in need. The Communications Director will work in a collaborative environment with a dedicated, mission-oriented staff to develop, execute and achieve ambitious public relations goals. S/he will be an imaginative, self-motivated leader – a skilled storyteller with a passion for international mission and the Maryknoll charism, serving with the highest integrity, modeling stewardship, and possessing sound judgment.

PRIMARY RESPONSIBILITIES

Strategic Management:

- Set overall communications and public relations strategy, including goals, priorities, calendars, targets, and measurements for success
- Develop, implement, and evaluate strategy for public engagement, messaging, and storytelling related to mission, MKLM, its partners, and its diverse audiences; special attention must be given to Hispanic-Latino Catholic community and other cultural families
- Employ and manage a full range of technologies, tools, event calendars, and other channels to increase MKLM's profile as a thought leader in international mission
- Liaise with external partners – including the Maryknoll Society of Priests and Brothers, the Maryknoll Congregation of Sisters, and the Maryknoll Affiliates – and establish networks to ensure opportunities for strong collaboration, as well as support and exposure for MKLM as it increases knowledge around contemporary models and trends in mission
- Remain informed of issues and relevant policies in Maryknoll and Catholic Social Teaching
- Design, establish and maintain an organizational communications structure within MKLM providing leadership, strategic direction, and general skills that motivate staff and missionaries and foster cross-functional synergy
- Provide guidelines and training for staff, missionaries and candidates to support communications and public relations efforts
- Serve as convener and facilitator of the Communications and Editorial Committees
- Prepare and oversee Communications budget administration

Media

- Create strategic promotional and marketing materials to meet diverse messaging needs (e.g., multicultural audiences, digital platforms, MKLM events, press releases, articles, blogs, etc.)
- Identify key media outlets, cultivating relationships with organizations and journalists in national, regional, and local Catholic and secular media outlets and publications, inclusive of occasional in-person visits to major markets
- Oversee the editing of all mass communications created by missionaries and staff for clarity, consistency, voice, and message
- Develop and implement MKLM's social media strategy to increase awareness, support fundraising, and foster recruitment of missionaries
- Write clear and compelling press releases and by-lined articles
- Coordinate contributions from missionaries and staff to the website, social media, print materials etc., ensuring adherence to the formats and policies for communications
- Manage the current and future internal communications forum, including weekly bulletin, blogs, etc.
- Respond to email from the general public and disseminate incoming messages to appropriate department
- Represent MKLM at internal and external events as required

Website and Social Media

- Oversee day-to-day management of MKLM's website and other social media platforms
- Lead the research, planning, implementation and evaluation of the long-term development of MKLM web and digital presence
- Develop web and social media analytic reporting structure to monitor strategic progress

Publications and Materials

- Coordinate the production of all internal and external MKLM communications, publications, and materials maintaining consistency in content, appearance and format, inclusive of proposals, missionary profiles, general donor materials, and MKLM educational materials
- Lead the ongoing development of the design, content, production, distribution, and evaluation of the MKLM *Voice of Compassion* magazine

Brand Management

- Create, distribute and oversee a visual identity or style guide of brand standards for MKLM
- Develop, implement, and maintain, in collaboration with external consultants as required, strong MKLM visual branding
- Enhance and maintain MKLM digital asset management tool for use across a range of communications forms, with a priority on acquiring current videos and pictures of MKLM Missioners in mission

QUALIFICATIONS AND SKILLS

- Minimum Bachelor's degree or equivalent (Master's degree preferable) from a recognized institution with 5+ years of experience in a related field
- Demonstrated understanding of public relations concepts, practices, and procedures, including media appearances, journalistic writing, editing, proof-reading and creative design
- Demonstrated experience in building and executing strategies for digital engagement
- Knowledge of and passion for mission, Catholic Social Tradition, and contemplation in action
- Skilled and confident user in office applications such as MSOffice, MSWord, Adobe Creative Cloud including InDesign and Photoshop , WordPress CMS, Sprout Social or Hootsuite, and Google Analytics
- Proven work experience in social media marketing or as a digital media specialist
- Knowledge of web design and development, and Search Engine Optimization strategies
- Full proficiency in spoken and written English required; full proficiency in spoken and written Spanish is a significant asset
- Excellent written and oral communication skills, conveying messages to different audiences using diverse media
- Good multitasking and organizational ability
- 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

A communications portfolio, inclusive of writing and creative design samples, will be required at the final interview stage.

Compensation: Salary will be commensurate with experience and proven track record. MKLM views this as a significant leadership role on our team.

Application Deadline: June 30, 2018

Interested and qualified parties, please email:

Barb Banovich-Mroz
Director, Human Resources
Bbanovich@mklm.org

For additional information, see the backgrounder that follows and visit us at our web site, www.mklm.org. Applicants are encouraged to review our [Newsroom](#) and [Videos](#).



Maryknoll Lay Missioners is an independent, nonprofit, U.S.-based Catholic organization serving in overseas mission and dedicated to providing skills and resources that transform the lives of those in need. Each year, Maryknoll Lay Missioners recruits compassionate Catholics from the U.S. to dedicate three and a half years to help alleviate poverty in Asia, Africa and the Americas. Its innovative approach of directly funding trained, long-term missionaries leads to better outcomes and sustainable change for individuals, families and children through the missionaries' connection with the local community and personal management of the delivery of the programs. Missioners, who often commit to multiple cycles, emerge as lifelong agents for social change, whose work for justice is rooted in and nourished by Catholic values.

Maryknoll Lay Missioners was created in 1975 as a result of the vision and efforts of the Maryknoll Fathers & Brothers and the Maryknoll Sisters and has thus far placed more than 700 missionaries in mission around the world. After a period of reflection, evaluation and planning, Maryknoll Lay Missioners leadership and staff set an important 2022 goal to increase the number of lay missionaries who are recruited, trained and placed with communities-in-need. In order to meet this goal, the organization must increase its reach and resources.

Meet One of our Missioners:

“From Asia to Africa to South America”

By John O’Donoghue, Maryknoll Lay Missioner/Bolivia

I first heard stories of mission and faraway places from Irish missionaries when I was about ten years old and a primary school student in Ireland. I think my mission journey began back then, when this seed of mission was planted. I didn’t know it at the time.



When I was 29, I summoned up the courage to join the Peace Corps and was sent to Lesotho, in southern Africa. In Lesotho, I began to learn about the impoverished and marginalized people of the world and their daily struggle to exist. Later in life, I wrote to Mother Teresa of Calcutta expressing my interest in visiting ministries of the Missionaries of Charity in India. In Calcutta, I learned a great deal more about destitute people working in Khaligat, one of the homes for dying people in Calcutta.

I joined Maryknoll Lay Missioners years later and my first assignment was in East Timor, a very beautiful but violent country. We made hand powered tricycles, wheelchairs and specialized shoes for disabled people. I’ll never forget the time we delivered two of these tricycles. When we arrived we were greeted by 200 or so villagers. They were so excited to see these tricycles and to welcome home their two returning disabled villagers.

After East Timor, I worked in Kenya for five years with income generation groups. These groups did their own savings and lending, and functioned like mini-banks, a microfinance variation. The profits from the projects provide the workers with enough money to pay annual school fees and give their children a better education.



Presently, I am working in Bolivia, in an HIV/AIDS shelter that is run by Mother Teresa’s Missionaries of Charity. I thought it ironic, that after 23 years, I would end up working through MKLM with the Missionaries of Charity again. I listen, visit and accompany the patients in their daily lives. I work to keep them physically, mentally and spiritually active.