

## **JOB DESCRIPTION**

Position Title: Social Media and Communications Assistant  
Supervisor's Title: Director of Communications and Marketing

Status: Non-Exempt – 20 hours  
Approval Date: May 1, 2024

### **Job Summary:**

Responsible for providing primary support to the Director of Communications in their effort to implement a comprehensive communications plan for the parish staff, commissions, and ministries,

### **Knowledge, Skills, & Abilities:**

#### **K: Knowledge**

1. High school degree or equivalent.
2. Proficient in spelling, grammar, sentence construction and proofreading.
3. Strong computer skills, including technology software and hardware, along with the ability to train others on web updates as needed.
4. Proficient in use of social media platforms such as Instagram, Facebook, and TikTok for marketing purposes.
5. Possesses a comprehensive knowledge of media strategies and processes.
6. Demonstrates a strong understanding of printing and publication processes.
7. Proficient in video production and possesses editing experience.
8. Proficient in photography and live-stream production.
9. Knowledgeable regarding archdiocesan protocols, i.e. legal issues regarding minors with regard to publishing photos, etc.
10. Familiar with copyright protocol.
11. Ability to manage multiple projects at a time.
12. Working knowledge in MS Office products and office equipment.
13. Must have a valid driver's license for the State of Wisconsin.

#### **S: Skills**

1. Strong professional verbal and written communications skills.
2. Strong organizational skills.
3. Strong presentation skills.

#### **A: Abilities**

1. Exhibits promptness, flexibility, and dependability.
2. Attention to detail.
3. Ability to multitask, prioritize, and organize.
4. Ability to learn and utilize online programing (Canva, Jotform, Parishsoft, Parish Calendar etc.)
5. Ability to maintain confidentiality.
6. Exhibit patience and calmness in chaotic situations.
7. Ability to work with and without direct supervision.
8. Active participant in the work of the Catholic Church, preferred.

### **Duties and Responsibilities** - Major Position Responsibilities and Regular Activities

#### **Communications**

- Assist the Director of Communications and Marketing ("Director") in creating and scheduling engaging social media content.
- Analyze current social media and marketing trends to create content for digital publication, including social media.
- Create a minimum of two Instagram reels each week.
- Help to continue to cultivate presence on Instagram, Facebook, and other social media channels.
- Implement the parish social media strategy through scheduled posts and livestreams in conjunction with Director.

- Interview parishioners (volunteers, families, etc.) for videos and photo stories, while following Archdiocese of Milwaukee social media and publication protocols.
- Assist with marketing and executing major parish events.
- Monitor and respond to comments and direct messages in a timely manner.
- Take photos, programs, and videos at parish events and Masses (First Communion, Confirmation, holidays, and other Solemnities on a rotational basis).
- On a rotational basis, assist on-site for all live-stream production.
- Assist the Director with the day-to-day operation of computer and telecommunications networks, as well as with technical assistance in parish office.
- Assist with proofreading and editing materials as requested.
- Works with the Pastor, Director, and other staff members to ensure the accuracy and completion of digital media posts.
- Weekly delivery of bulletins, liturgy plans, presider's schedules, and various other announcement publications to all worship sites.
- Assist with website updates and maintenance.
- Prepare and mail letters, including memorial and event thank you letters for the Director of Parish Operations and Director of Events.
- Prepares Mass Intentions listing on a weekly basis.
- Prepare liturgy plans with Mass Intentions for weekend and holy day Masses.
- Mail out weekly bulletins to homebound parishioners.
- Keeps track of copier supplies and ink ordering.
- As assigned, work with staff and ministry leaders on promotional materials.
- Presents a positive, business-like image when representing Holy Family Parish.
- Respects the confidentiality of information acquired in the role.
- All other tasks and content creation as assigned by director.

**Other:**

- Maintains orderly files and a clean, organized office space.
- Special projects based on the cycle of the parish.
- Attends parish staff meeting, as needed.
- Archdiocesan sponsored respective training/workshops.
- Other duties as assigned.

**ADA Physical Requirements:**

- The employee is regularly required to sit, stand, walk, talk and hear.
- The employee is frequently required to sit for extended periods; use hands; reach with hands and arms.
- Close vision required for paperwork and computer.
- Able to utilize computer keyboard, monitor, and telephone.
- This role functions in an office environment and uses standard office equipment.
- Ability to lift 20 pounds.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Nature of Supervision Received:**

Minimum supervision once trained.

**Judgment Exercised/Decisions Made:**

Employee is expected to take initiative and make decisions based on the mission and vision of parish and/or school and direction from the supervisor and/or Pastor.

**Number of Employees Supervised:**

None.

Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.

Employee Signature - \_\_\_\_\_ Date - \_\_\_\_\_