



## Director of Diocesan Communications & Marketing

### Overview

The Episcopal Diocese of Louisiana is seeking a Director of Communications & Marketing to join our team. We seek a compassionate, dedicated individual with strong leadership qualities who can work collaboratively. As the Communications Director, you will play a vital role in helping our diocese create impactful messaging and communication plans that align with our mission and values. Your self-motivation and innovative thinking will be invaluable in shaping our current efforts.

### Position Summary

Job Title:	Director of Communications & Marketing
Job Type:	Full Time
Office Location:	New Orleans, LA. (Hybrid or remote work is negotiable with the right skill set)
Reports To:	Canon to the Ordinary
Salary Range:	Based on experience
Benefits:	Includes full-family health insurance and pension plan

### Key Responsibilities

- Develop and execute an integrated communication plan that includes written content, digital media, public relations, and the use of all traditional marketing channels.
- Design and distribute all diocesan communications including newsletters, press releases, pastoral announcements, social media posts, other printed and digital content, and messaging for Diocesan Convention.
- Produce original content and edit submitted content for inclusion in diocesan communications.
- Manage the diocese's online presence including the official website, social media accounts, and diocesan calendar and email campaigns, ensuring content is engaging, up-to-date, and reflective of the diocese's mission.
- Create and manage online event registration for diocesan events and Diocesan Convention.
- Collaborate with diocesan clergy, congregations, ministries, and diocesan entities to promote events, initiatives, and stories of interest.
- Provide communications training, resources, and support for congregations and institutions in the diocese.
- Serve as the primary media contact for the diocese, developing relationships with all local, regional, and national media networks.
- Coordinate with diocesan leadership to ensure consistent messaging and branding across all platforms and communications.
- Coordinate technology needs at all diocesan events including Zoom, PowerPoint, live-streaming, recorded video, sound, and photography.

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- Participate in the Episcopal Communicators organization and attend annual conferences.
- Monitor and report on the effectiveness of communication and marketing strategies, adjusting plans as needed to achieve goals.
- Manage the communications budget, resources, and staff or volunteers.
- Supervise the overhaul of our diocesan website.

## Qualifications

- A person of strong Christian faith and a commitment to the values and mission of The Episcopal Diocese of Louisiana.
- Bachelor's degree (preferably in Communications, Marketing, or Journalism, but not required).
- Minimum of 3 years of experience in communication, marketing, or a related field, with a proven track record of success. Experience in a non-profit, religious, or ecclesiastical setting is highly desirable.
- Strong understanding of the Episcopal Church's teachings, structure, culture, and mission.
- Excellent written and verbal communication skills with the ability to convey ideas in a clear and compelling manner.
- Proficiency in digital marketing tools and platforms, including content management systems, social media, and analytics.
- Proficiency in Realm, Canva, Constant Contact, Publisher, Adobe Suites, Divi and WordPress- based website design and maintenance.
- Familiarity with AI marketing tools and best practices.
- Ability to operate audio-visual equipment for events.
- Ability to work collaboratively with clergy, staff, and volunteers across a wide range of ministries and initiatives.
- Strong organizational skills and initiative, with the ability to manage multiple projects and deadlines simultaneously.

## Application Process

To apply, please send your cover letter, resume and writing sample by June 15, 2024 to:

The Rev. Canon Morgan M. MacIntire  
[mmacintire@edola.org](mailto:mmacintire@edola.org)