

Title: Director of Communications

FLSA Status: Permanent | FT | Exempt

GENERAL SUMMARY

In order to serve our members and fulfill the mission of the National Religious Vocation Conference (NRVC), this full-time position implements and directs effective external and internal communications for the organization. With deep understanding of Catholic religious life and vocation ministry, this position is responsible for ensuring the quality, accuracy, and consistency of the NRVC's communications. Our quarterly HORIZON journal is a key member benefit and a standard in the field of vocation ministry. Planning and producing HORIZON is paramount in this position and requires researching and fostering relationships with reliable professionals. This position is part of a leadership team that operates together to fulfill the role of executive director of the NRVC.

PRINCIPAL DUTIES AND RESPONSIBILITIES

PLANNING & STRATEGIES

- Develop a Communications Plan for the organization to help advance its mission and improve efficiency and engagement
- Review key external communications to ensure integrity, accuracy, and brand consistency, including renewals, appeals, website, and social media posts
- Develop and maintain media contacts and relationships with communication directors in the field to advance the NRVC's message and mission
- Cultivate and manage freelance professionals to assist in print design, photography, video production, and other media needs
- Organize and maintain photo and video files for NRVC promotional use
- Track engagement across various platforms and adjust strategies based on data in collaboration with the NRVC leadership team to increase member engagement
- Consult with the website developer/manager regarding ongoing website functionality and resolve website issues
- Coordinate with the Director of Finance and Operations to prepare an annual budget

KEY COMMUNICATION RESPONSIBILITIES

- Oversee the design and production of NRVC's digital, video, and print content
- Plan and produce the quarterly HORIZON journal, a highly respected publication within vocation ministry. (**Refer to the HORIZON Journal Scope of Work for details**)
- Consult with the NRVC leadership team to plan and produce:
 - *Focus on Vocation Ministry*, our monthly digital newsletter published on the first of every month
 - *Catalyst* blog, published on the 15th of every month
 - social media posts which include institute feast days, member interests, and vocation news
 - other communications as needed

- Lead and oversee the production of the Annual Report in collaboration with the leadership team
- Assist the Director of Mission Integration in the production of vocation resources
- Assist the Director of Membership in publicizing workshops and events
- Generate and share editorial ideas with VISION editors
- Contract outside vendors and freelancers within budget for print and design work
- Serve as the HORIZON, VISION, and Website Services liaison to the National Board
- Act as a liaison for at least one National Board Standing Committee

GENERAL

- Participate with the National Board and Office to ensure that the mission, vision, and values of the NRVC are clearly met
- Support the organizational culture of trust, teamwork and competence in service of the members for the overall success of the NRVC
- Uphold team leadership by preparing for, attending, assisting, and participating in weekly check-in meetings via Zoom, monthly operations meetings, quarterly strategic visioning meetings, and communications meetings with partners; continue to develop the pillars of the team leadership model: mission-driven, member-focused, leaderful, and accountable
- Operate as a consistently professional public representative of the NRVC; represent the NRVC at external events as needed
- Provide office hours determined in conjunction with the leadership team to best serve the membership of the NRVC
- Prepare for, attend, assist, and participate in NRVC events, the biennial Convocation, and Board meetings, with travel as needed
- Assist with general office duties to support the ongoing mission of the NRVC

EDUCATION

Undergraduate/graduate degree with a focus on communications, publications, marketing, or related discipline. Additional degree and/or work experience in pastoral studies, theology or a related field is preferable.

EXPERIENCE, KNOWLEDGE, SKILLS, AND ABILITIES

- Minimum five years of experience in communications, publishing, marketing, or related field preferred
- Experience and proficiency in Microsoft Office, email broadcast software (Emma), website editing, Zoom, Dropbox, and other appropriate office software; ability to learn new technology skills
- Proficiency in Photoshop, InDesign, Adobe Acrobat, digital content strategy
- Track record of maintaining production schedules
- Understanding of tenets and ethics of journalism, publishing, and copyright
- Cultural and ecclesial competency, understands and supports the mission of the Roman Catholic Church, consecrated life, and vocation ministry

- Communication and collaborative skills; ability to sustain professional relationships
- Ability to create original and professional correspondence; excellent written and verbal skills in English; other language skills an asset
- Highly organized and detail oriented; ability to manage multiple projects simultaneously
- Ability to work independently and productively with minimal supervision
- Professional problem-solving skills and self-control in stressful situations
- Trustworthy, honest, and discreet; practices a high level of confidentiality and integrity
- Adaptable and flexible in meeting the changing needs of the organization and the development of this position
- Demonstrates personal initiative in meeting time schedules
- Consistent access to high-speed internet and reliable cell phone service for off-site job responsibilities, as this position offers the opportunity to work on-site or remotely
- Ability and willingness to accept and respond appropriately to professional evaluation of the position

Annual evaluation by NRVC leadership team, acknowledged by the Board Chair or designee.

This describes the general nature and level of work required in this position; other duties and responsibilities, and additional knowledge, skills and abilities may be required.

HORIZON Journal Scope of Work for the Director of Communications

PLANNING & STRATEGIES

- Stay abreast of trends, scholarship, and major thinkers in religious life as well as any concerns that attract the attention of vocation ministers.
- Consult with the Director of Mission Integration for articles, writers, and photo ideas to stay current with what is happening with the NRVC and its collaborators.
- Develop editorial plans and outline proposed themes, cover ideas, and the editorial content for each quarterly journal.
- Commission articles and work with writers to achieve goals.
- Protect the editorial and journalistic integrity of the publication by maintaining a strict separation between editorial, marketing, and advertising, and guarding against plagiarism and unauthorized use of text and art in the HORIZON Journal.
- Maintain and update as needed the Guidelines for Writers, which include pay range, NRVC rights and reprint use.
- Coordinate with NRVC Director of Finance and Operations regarding annual budget, payments to authors, proofreaders, printer, and advertising invoicing.

PRODUCTION

- Factcheck, revise, and copyedit as needed.
- Find photos and obtain IDs and permission.
- Lay out each edition and create pages in InDesign for our printing vendor to use.
- Write regular content including Editor's note and Updates, captions, titles, decks and call outs, adding or breaking out sidebars, adding resource lists and related article links.
- Ensure that each quarterly edition is posted online and that subscribers receive a notice of the latest edition on or slightly before the date that the edition goes to the print.
- Communicate directly with the printing vendor for timely and quality production; maintain and follow a production schedule.
- Consult with the Director of Database Administration regarding labels, new subscriptions, and complimentary copies for writers, advertisers, book publishers.

ADVERTISING, MARKETING & SUBSCRIPTION SALES

- Solicit advertising prior to each edition. Set ad rates and post online. Maintain regular communication with advertisers to ensure good relationships. Send all advertisers an advertising insertion order for signature and return. Proofread ads to confirm that they are error free and high resolution. Maintain a database of prospective advertisers.
- Maintain membership in Catholic Media Association and submit HORIZON articles for awards each year. Notify writers of awards they have received for their HORIZON submissions, post awards list on nrvc.net and social media, and inform staff and board.
- Send notices as needed to *Catholic Journalist*, particularly about NRVC special programs.
- Promote subscription sales and solicit editorial feedback at various NRVC gatherings.