



Communications Director Position Description

Organizational Summary

- Reports to: Canon to the Ordinary and Chief Operating Officer
- Supervises: Strategic Communications Advisor
- Works Closely with: Bishop, Senior Staff

Job Summary

The Communications Director works with key leaders to develop a strategy to build awareness and understanding of the diocese and its mission. The Director is responsible for a broad range of public relations topics relative to the diocesan strategic direction as well as positioning of the organization and its senior staff. The incumbent works closely with the Technology Director in providing training to Diocesan faith communities in best communications practices. This position requires significant outreach and engagement with stakeholders and constituencies across the diocese and wider church.

Duties and Responsibilities

- Guide the Bishop of Washington in developing her roles as both a national public figure and the head of the Episcopal Church in D.C. and southern Maryland
- Work closely with the Church House Staff and governing boards of the diocese to create and implement a unified diocesan message
- Lead the public affairs efforts including media outreach, press relations, crisis communications and public advocacy
- Work with faith communities in establishing communications strategies and best practices
- Oversee and manage all diocesan communication vehicles, including but not limited to the website, social media presence, brochures, flyers, publications, newsletters, and documents
- Serve as staff graphic designer, photographer, videographer and editor
- Serve as event floor manager for major events including regional town hall assemblies and annual governance gatherings
- Other duties as assigned

Requirements

- Excellent writing and editing skills
- Deep understanding of cause-driven non-profits and communication strategies
- Tech savviness is required for this role. Experience with the following strongly preferred:
 - Social Media: Instagram, Facebook, Twitter, and Snapchat

- Adobe Creative Cloud: InDesign, Photoshop, Illustrator, and Premiere Pro
- CMS: Wordpress, Wix, and/or Squarespace
- Email Marketing: Constant Contact, Mailchimp, and/or IBM Watson
- CRM Databases such as Asana, Insightly, The Data Bank, and/or Realm (ACS Technologies)
- Metrics such as Google Analytics or Hootsuite
- Excellent soft skills. Interpersonal relationships with both staff and external stakeholders are key to success in this position.
- Working knowledge of the Episcopal Church required and Episcopal Diocese of Washington preferred
- Must have a vehicle or other transportation to parish visits and Diocesan events
- Must be able to use stairs and occasionally carry up to 40lb.

Please submit resume and cover letter to khall@edow.org. Review of applications begins December 22 and continues until the position is filled.