

Title: Chief Communications Officer
Organization: Diocese of Joliet, Crest Hill, Illinois
Department: Communications
Reports To: Chief Operating Officer and Bishop of the Diocese of Joliet

JOB SUMMARY

The Chief Communications Officer (CCO) is responsible for developing communications and distributing content that furthers the mission of the Diocese internally and externally. The primary role of the CCO is to envision and execute communications and marketing campaigns that advance the strategic mission and goals of the Diocese using communication channels such as advertising, email, web communications, social media, print, and other methods of engaging with the Catholic community. As the leader of the communications department, the role is responsible for the messaging, clarity, and consistency of the communications to constituents. This role also facilitates communication with parishes, schools, and ministries.

DUTIES & RESPONSIBILITIES

Communications Strategy & Planning

The communication program's strategy and mission are vital to creating a clear and consistent message for both external and internal audiences. The CCO will lead the development of the yearly communications plan to create a unified message that clearly communicates the Bishop's mission.

- Present an annual communications plan and calendar for approval.
- Reflect, articulate, and promote the mission, vision, and identity of the Diocese of Joliet and the Catholic Church.
- Plan, develop, and implement all communications and marketing strategies, both external and internal.
- Develop short- and long-term plans and budgets for the communications and marketing program and activities, monitor progress, assure adherence, and evaluate performance.
- The CCO will be the internal consultant creating solutions to Diocesan challenges and priorities, functioning as the Diocesan spokesperson.
- Create a crisis communications plan for the Diocese.

Internal Communications

The CCO leads the communications team in developing ongoing messages for the internal audiences of the Diocese.

- Work collaboratively with various Diocesan agencies, schools and parishes to help ensure consistency of branding and messages across all channels.
- Manage the strategic and creative design of communications activities and materials of the Diocese and its ministries.
- Manage the audiovisual needs for Diocesan events, including videotaping, production, and editing.
- Work collaboratively with the various Diocesan functions to ensure effective internal and external communication.

Diocese Communications

The CCO will be responsible for all communications in the Diocese to parishioners and the Catholic public. Leading the communications team, the CCO will ensure ongoing messaging and strategy are executed, measure results, and report to leadership.

- Design, produce, and monitor appealing digital content, including the website, social media posts, podcasts, videos, web banners, and images.

- Create an annual communications calendar to ensure that new and consistent information (articles, photos, events, etc.) is posted regularly and in a timely manner.
- Create, recommend, and provide communication resources and tools to share with the Bishop and leaders of the different Diocesan departments.
- Measure the overall success of a comprehensive communications and marketing program that will enhance the Church's image and position within the Diocese by utilizing metrics and providing actionable insights.

Campaign Outreach

The CCO will work to create an outreach program to reach non-practicing Catholics, especially the young Catholics who are disengaged with the Church. Utilize the Bishop to engage and invite young adults back to the church.

- Manage the communications team to create tactics to reach and engage young adults in the Catholic faith.
- Create new tactics such as a "prayer minute," video series, community events, and video series to engage the young faithful.

Department Management and Other Duties

Manage the communication team, including the digital specialist, marketing specialist, and writer. Create a culture of collaboration with the communications team and the Diocese leadership team.

- Oversee the quality of the work from the team.
- Establish annual goals and long-term goals for team members and department; manage progress against goals.
- Manage execution of the tactics in the communications plan and all special projects.
- Create opportunities for the communications team to learn new skills and advance in their ability to deliver the highest quality programs for the Diocese.
- Oversees other duties as assigned.

QUALIFICATIONS

- Bachelor's degree in journalism, marketing, and/or public relations required. Master's degree in a related field preferred.
- Minimum of ten (10) years of previous experience in public relations, communication, and marketing in a comparable position with demonstrated success.
- Thorough knowledge of communication principles and practices with exceptional ability to communicate effectively, both verbally and in writing.
- Knowledge of church organizational and operations procedures.
- Strong creative, strategic, analytical, and organizational skills.
- Impeccable copywriting and copy-editing abilities.
- Ability to craft compelling messages for diverse audiences.
- Ability to make presentations, provide training, mentoring, and supervising.
- Ability to maintain effective working relationships with parishes, schools, and the media.
- Ability to manage multiple projects/priorities simultaneously.
- Work collaboratively under pressure in critical situations.
- Since this is a ministerial position, must be a practicing Roman Catholic in good standing, and must know, profess, and act consistently in accordance with the doctrinal and moral teachings of the Catholic Church, and with the mission, philosophy, objectives, and policies of the Diocese of Joliet.
- Bilingual in Spanish a plus.

SALARY RANGE

Salary range is \$125,000 - \$160,000 annual. Final salary will be determined by relevant skills, relevant education, and relevant experience.

BENEFITS

We offer a competitive benefits package that includes:

- Medical, Dental, Vision Insurance, Basic Life and AD & D, Long-Term Disability Insurance, Flexible Spending Accounts, Defined Pension Plan funded by Diocese of Joliet, 403(b) retirement plan, paid personal leave days, and paid holidays based on holiday schedule approved for Blanchette Catholic Center.
- Voluntary benefits of Short-Term Disability, Critical Illness, Accident, Hospital Indemnity, and Permanent Life Insurance.

WORKING CONDITIONS

This is a full-time exempt position with benefits. Monday through Thursday, 8:00 a.m. to 4:30 p.m., Friday, 8:00 a.m. to 1:00 p.m. Weekend and evening work as required. This position requires some travel throughout the Diocese of Joliet.

PHYSICAL DEMANDS¹

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 accommodation may be made to enable individuals with disabilities to perform these essential functions. While performing the duties of this job, the employee is required to stand, walk, sit, and use hands to feel objects with tools or controls, reach with hands and arms, talk, and hear. The employee must occasionally lift and/or move objects up to 30 pounds. Specific vision abilities required by the job include close vision, distance vision, depth perception, and the ability to adjust focus.

If you are interested in this outstanding opportunity, please send your resume, cover letter, and job portfolio to humanresources@dioceseofjoliet.org. No phone calls, please.

¹This document is not intended to be a comprehensive list of work-related functions. All duties and work conditions listed are subject to change at the discretion of the Diocese of Joliet Management. The Diocese of Joliet will, in compliance with the Americans with Disability Act (ADA), accommodate essential job functions whenever feasible.