

**Job Title:** Social Media and Marketing Assistant  
**Parish:** St. Thomas the Apostle Catholic Church, Naperville, IL  
**Position Type:** Part-time (20 hours a week)  
**Reports To:** Communications and Promotions Coordinator

### **About St. Thomas the Apostle Catholic Church**

St. Thomas is a vibrant community where all are welcome on the journey to experience the love of God and are inspired to be God's love in action! St. Thomas is dedicated to the teachings of Christ and the mission of the Church. Our parish is committed to fostering a deep sense of faith, service, and community among our members. We are seeking a passionate and skilled Media Assistant to join our team and help us effectively communicate our message and engage with the community.

### **Job Summary**

The Social Media and Marketing Assistant will play a key role in promoting the mission and activities of St. Thomas the Apostle through online platforms, content creation and marketing efforts. The primary goal of this position is to enhance the church's digital presence, engage the community and attract new members by spreading awareness about church events, services and initiatives. Using the Parish Goals for a Vibrant Future as a guide, the Assistant will collaborate closely with the Communications and Promotions Coordinator and parish team to strengthen the church's outreach and connect with both existing and potential parishioners.

### **Key Responsibilities**

#### **1. Social Media Management**

- o Develop, manage, and execute social media strategies on platforms including Facebook, Instagram, Twitter and YouTube.
- o Create engaging posts, graphics, and videos that reflect the church's values, events and messages and align with the church's branding and mission.
- o Respond to comments, messages and interactions on social media in a timely and respectful manner.
- o Monitor social media trends, audience engagement and analytics to continuously improve social media efforts.

#### **2. Event Promotion and Marketing**

- o Promote church events and design promotional materials (digital flyers, event banners, etc.) for events, ensuring that they are shared across social media, the church website and local community boards.

#### **3. Community Engagement**

- o Engage with local online communities, faith-based groups, and other relevant platforms to spread the word about church activities and foster a sense of community. Encourage church members to share content and invite others to attend events.
- o Engage with existing parishioners to create video content.
- o Work on strategies to reach younger audiences and those who may not currently be attending the church.

#### **4. Other Duties**

- o Serve as a resource to staff with new ideas on how to promote the activities of the parish and the overall church mission/values.
- o Assist with special projects or initiatives as needed.
- o Attend church events (as needed) to capture photos and videos for promotional use.

- o Support the wider church communications strategy with administrative tasks as necessary.
- o Coordinate content and marketing with the church web site efforts.

### **Qualifications**

- High school degree required, bachelor's degree preferred.
- Strong interpersonal and communication skills.
- Excellent technical/computer/mobile devices technical background.
- Understanding of the coordination needed for messaging between the church's bulletin, web site, social media, parish app, online forums and other digital forms of communication.
- Serves as technical liaison between the overall digital communications strategy and the church staff.
- Takes the initiative creating new video content creation around the church's liturgical schedule.
- Familiarity with major social media platforms (e.g. Facebook, Instagram, X, TikTok, YouTube, etc.)
- Experience with graphic design tools (e.g., Canva, Adobe Creative Suite) and video editing software (e.g., iMovie, Adobe Premiere, Final Cut Pro).
- Ability to work independently and as part of a team, managing multiple projects and deadlines.
- Strong organizational skills and attention to detail.
- Basic video production and editing would be beneficial alongside photography competency.
- Must support the mission, philosophy, objectives and policies of the Catholic Church and the Diocese of Joliet.

### **Personal Attributes**

- Strong commitment to the mission and values of the Catholic Church.
- Creative thinker with the ability to develop innovative communication strategies.
- Positive and proactive attitude, with a willingness to take initiative.
- **Detail-Oriented:**
  - Able to manage multiple projects, meet deadlines, and maintain accuracy in all communications.
- **Relational:**
  - Comfortable interacting with church members, local community leaders, and online followers in a warm, personable way.

### **Salary Range**

Salary range for this position is \$26,000 annual, depending on experience and education.

### **Benefits**

Paid personal leave days.

### **Application Process**

***Interested candidates are invited to submit a resume, cover letter and portfolio of relevant work to Casey Braun at [cbraun@stapostle.org](mailto:cbraun@stapostle.org). Applications will be reviewed on a rolling basis until the position is filled. Please notate Social Media and Marketing Assistant in the subject line of emails.***

### **PHYSICAL DEMANDS<sup>i</sup>**

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.

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<sup>i</sup>This 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.

St. Thomas the Apostle Catholic Church is an equal opportunity employer and encourages applications from individuals of all backgrounds. We look forward to welcoming a new member to our team who will help us share our faith and strengthen our community.