



# Diocese of Laredo Job Announcement

Posting Date: November 8, 2021

Application Deadline: Until Filled

<b>Position:</b> Director of Communications & Marketing	<b>FLSA Status:</b> Non-Exempt
<b>Minimum Requirements:</b> Bachelor’s Degree from a four-year college or university, preferred. Two to five years related experience and/or training; or equivalent combination of education and experience. Must be bilingual, English and Spanish. Demonstrated success in marketing and public relations. Knowledge and proficiency with communications technologies. Familiarity with social media platforms and social media marketing, including Facebook, Instagram, Twitter, podcasts and other social media.	
<b>Start Date:</b> Immediate	<b>Location:</b> Chancery
<b>Position Status:</b> Full-Time (32 hours per week)	<b>Work Schedule:</b> Mon-Thurs., and as needed. On-call duties.

**Position Summary:**

The Director of Communications and Marketing is responsible for overseeing the execution of the diocesan media and marketing initiatives with an emphasis on increasing positive community relations and establishing a presence in the communities within the Diocese of Laredo. The Director guides public affairs and establishes best practices for optimal efficiency in website, email and social media campaigns.

Key objectives are to guide administration in developing marketing concepts aimed at achieving fundraising goals, promoting diocesan services, and furthering advocacy initiatives across the Diocese of Laredo.

**Essential Duties, Functions and Responsibilities: (A complete position description is available at the HR Office.)**

- Develop and implement communications and marketing strategies and messaging to educate/inform the community about the diocesan sacred purpose, vision and core values, and its services and programs.
- Create marketing campaigns and placement of advertising.
- Oversees and directs internal communications, website, social media, events, media relations, community relations, and other communications related to the Diocese of Laredo.
- Drives our community engagement to heighten our positive reputation within the community. Develops organic content (written, web, video).
- Track local media, public affairs and relevant issues to identify opportunities to educate and inform the community of the diocesan mission, programs, and services.
- Leverages content to create dynamic materials, messaging, events and forums that will positively engage the community with the diocese.
- Draft statements, press releases, op-eds, media advisories and letters to the editor as needed; edit and review external communications materials across departments.

**Additional Skills, Certifications or Licenses Required:**

- Maintain a valid Texas Driver License, evidence of state required vehicle insurance and reliable transportation.

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**Resumes are Not Accepted. Employment Application is required for consideration.**

For Employment Application, visit [www.dioceseoflaredo.org](http://www.dioceseoflaredo.org)

For additional information, please contact:

Office of Human Resources

Diocese of Laredo

1901 Corpus Christi St. \* Laredo, Texas-78043

(956) 764-7867

Benefits include shared cost medical and dental, plus retirement and life insurance, upon completion of eligibility period. Paid vacation leave, personal days and sick leave, upon completion of eligibility period. Paid Holidays and Holy Days, as designated by employer. Unique opportunities to participate in staff spiritual retreats, Catholic Mass and prayer. Join a team of individuals dedicated to providing service in a faith-filled work environment that promotes faithfulness, respect, joy and unity. Apply today.

***We are the Diocese of Laredo!***