

Director of Marketing and Communications is responsible for all aspects of communication for the Episcopal Diocese of West Texas (DWTX). The work will include planning, creating, managing and directing for all media communications under the guidance of the Diocesan Bishop. This position develops strategies for communication for Diocesan programs and support for work of the ministries.

Job Responsibilities

Marketing and Communication Strategy

- Plan / develop / implement all marketing strategies, communications, and public relations activities
- Develop materials supporting marketing and communication strategies
- Direct efforts of marketing, communications, public relations at the strategic and tactical levels with departments ensuring messages are timely
- Create / implement / measure success of marketing, programs, events
- Plan / design / implement narrative budget format for the Diocese
- Direct and manage editorial direction / design / production / distribution of all publications
- Coordinate appearance of Diocese print and electronic materials
- Lead projects which impact the overall vision of communications and Diocesan image
- Plan and recommend long and short-term goals in addition to budgets supporting marketing, communications, and public relations
- Create a strategic plan for all communications on all platforms for Communications Team to follow and implement on a regular and frequent basis

Congregation Support

- Identify and direct efforts with congregations and committees to develop strategies and processes for marketing and communicating
- Write and edit communication to the Diocese (news from Bishop(s), departments, and ministries)
- Support the planning, recommending, and implementing of congregation-based communication initiatives
- Create support to assist congregations in setting up better processes for communication / information sharing, including websites

Diocesan Bishop and Council

- Guide the production of short videos to communicate Bishop's messages, marketing materials, council, and support for departments and ministries of the diocese
- Plan, write, and edit content for media (i.e., Logos and others as directed by Bishop)
- Oversee all aspects of communication leading up to, during and after Diocesan Council and other events
- Direct the audio and visual aspects of council implementing the Diocesan Bishop's vision
- Ensure all digital content production of graphics and visuals from the diocesan office reflects the vision of the Diocesan Bishop
- Support the creation of reports, presentations, visual displays for Diocesan departments/ministries at Pre-Council, Council, and as needed, Convocation meetings

Department and Ministry Support

- Ensure communication of Diocesan Bishop's desired image and position working collaboratively with the departments and ministries of the Diocese





- Develop, coordinate, oversee programs and resource materials to market, communicate, and reach out for department and ministry capital campaigns and initiatives
- Work as the liaison between departments ensuring communications and marketing goals are met
- Write, edit, and publish communications, newsletters, announcements, event details, documentation, reports throughout the various communications channels

Leadership

- Oversee the design and direction for effective communication in all media forms
- Manage, oversee, and coordinate the continued development of various media - website, print, Facebook, blogs, Instagram, Vimeo, and others
- Review graphic designs, digital and print, and develop stories to share
- Ensure photography represents the goal of communications in all media outlets
- Provide support (design, content direction, and copy editing) for all digital and print communications of diocesan departments, ministries, churches, schools, and entities as needed
- Provide support of audio/visual for hybrid meetings and other special events
- Prepare / manage department budget

Skills Required

- Leadership
- Collaboration
- Creative and technical skills
- Written and verbal communications
- Developer of strategies
- Self-starter
- Organization
- Time management and follow-through
- Team player
- Design and production programs
- Editing and proofing of written text and video

Work Environment

- Multiple teams / committees with varied focus and priorities
- Eighty-seven different congregations with different personalities, needs, and focus
- Physical lifting of 30 pounds or less
- Travel and occasional overnight stays required
- Open door offices and collaborative spaces
- Computer and phone use for extended periods
- Lighting of both natural and florescent
- Sitting for extended periods
- Gathering / walking spaces





**EPISCOPAL
DIOCESE**
of West Texas

Job Description
Director of Marketing & Communications
Effective Date: September 2023

Full-Time Salary and Benefits

Annual Salary TBD (paid every two weeks)

Vacation 4 weeks annually (20 days)

Pension 9% of salary contribution

Medical, Dental, Vision Insurance Provided with 10% cost sharing

Sick Leave 10 days annually

Life Insurance \$25,000

DWTX Holidays 11 days planned*

(New Year's, MLK, Good Friday, Fiesta Friday, Memorial Day, 4th of July, Labor Day,
Thanksgiving Day, Day after Thanksgiving, Christmas Eve, and Christmas Day)

*May adjust at Bishop's discretion.

