



CATHOLIC DIOCESE OF RALEIGH
POSITION DESCRIPTION FORM



Catholic Charities
of the Diocese of Raleigh

Position Information

Position Title: Communications Specialist

Department: Catholic Charities

Reports To (Title): Director of Communications

Work Schedule: M – F Hours: 8:30 to 5:00 Other: _____

Type of Employee (Hours worked per week) Regular Full Time (≥30) Regular Part Time (20-29) Part Time (≤20) Temporary (varies)

Percentage of Travel Required 0% 10% 25% 50%+

Exemption status (HR use only)	<input type="checkbox"/> Exempt	<input type="checkbox"/> Non-exempt
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Position Summary

Summarize the overall function or purpose of this position. This should be a concise description of the job.

The Communications Specialist is responsible for creating content to promote the mission of Catholic Charities. The position will utilize various communication methods to highlight the impact of Catholic Charities in the community and increase brand awareness. This position will work with regional staff to tell success stories and maintain the online presence for the agency. Work will include travel to regional offices throughout central and eastern North Carolina.

Duties and Responsibilities

Indicate as clearly as possible the significant duties and responsibilities that are **essential** requirements of the job. List the duties in order of importance and the approximate percentage of time for each duty. Focus on major responsibilities rather than detailed work routines.

- Maintain the agency's online presence including: website, social media, and email communications
 - Travel to regional offices throughout central and eastern North Carolina to interview staff and clients for stories
 - Create written and video stories for the Catholic Charities website and other communication channels
 - Develop weekly content for parish bulletins
 - Complete research and develop responses to relevant issues
- 60.00

Duties and Responsibilities continued from page 1

<ul style="list-style-type: none">- Promote and attend agency fundraising and program events- Assist with developing ideas for creative marketing campaigns- Develop content for printed marketing materials including: brochures, newsletters, and fundraising materials	25.00
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<ul style="list-style-type: none">- Assist with media coverage, public service announcements, and other public relations engagements- Develop relationships with partner agencies to increase collaborative communications	10.00
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<ul style="list-style-type: none">- Participate in regular supervision with supervisor- Comply with policies, procedures and protocols established for the program- Attend agency, staff, and community meetings as determined by supervisor- Perform other duties associated with the general responsibilities of this position and/or as assigned by supervisor	5.00
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Position Qualifications

Formal Education (minimal level REQUIRED for this position)

- No minimum education level
- High School diploma or GED
- Associates or other 2-year degree including technical/trade school
- Bachelors degree
- Masters or Professional degree (M.B.A., J.D., etc.)
- Doctorate

Degree in specific subject area: _____ Degree Type: Communications

Concentration: Journalism, public relations, marketing or related field

Work Experience (minimum experience REQUIRED for this position)

- Less than 1 year
- 1 - 3 years
- 4 - 6 years
- 7 - 9 years
- 10 + years

Years of specific work experience: Field: Communications Years of experience: 1

Qualifications

Required:

- Proven writing and editing experience
 - Ability to meet tight deadlines and handle multiple projects
 - Effective interpersonal skills
 - Knowledge of or ability to learn how to operate a DSLR camera
 - Proven computer skills including Microsoft Office Suite
 - Knowledge of or ability to learn WordPress
 - Fluency in oral and written English and Spanish communications preferred
- **Position will require occasional night and weekend work

Special Requirements:

- Knowledge of and commitment to Catholic social teachings and the practices and mission of Catholic Charities of the Diocese of Raleigh
- Valid N.C. Driver's License and a vehicle in working order for business use
- Authorized to work in the U.S.

Position Characteristics

Physical Requirements/ Work Environment

(This section must be completed *entirely*, regardless of position)

	Amount of time spent			
	None	<1/3 of time	1/3- 2/3 of time	>2/3 of time
Lifting greater than 20 lbs.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sitting for extended periods	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Standing for extended periods	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Primarily office work	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Primarily outdoor work	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Primarily indoor work	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Prolonged exposure to heat/cold	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Prolonged exposure to loud noise	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Level of Supervision Received (check the option that best describes the position overall)

Direct Supervision: Supervisor gives specific instructions on all assignments. Work is reviewed regularly for accuracy and completeness.	<input type="radio"/>
General Supervision: Supervisor provides continuing or individual assignments by indicating what generally is to be done, limitations, quality and quantity expected, deadlines, and priorities.	<input type="radio"/>
Intermittent Supervision: Supervisor makes assignments by defining objectives, priorities, and deadlines. Assists employee with unusual situations. Employee carries out successive steps and resolves problems in accordance with instructions and policies.	<input checked="" type="radio"/>
Administrative Supervision: Supervisor sets overall objectives and resources available. Collaborate on deadlines, projects, and work to be done.	<input type="radio"/>
Long-Range Administrative Direction: Employee generally proceeds independently in accordance with general plans, policies, and purposes of the department. Results of work are considered technically authoritative.	<input type="radio"/>

The above statements are intended to describe the general nature and level of work being performed by the individual assigned to this job. They are not intended to be an exhaustive list of all the responsibilities, duties, and skills required for the position. All employees may have other duties assigned at any time.