



CATHOLIC DIOCESE OF RALEIGH POSITION DESCRIPTION FORM



Catholic Charities
of the Diocese of Raleigh

Position Information

Position Title: **Senior 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) ☐ Exempt ☐ Non-exempt

Position Summary

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

The Senior Communications Specialist will work to increase brand recognition through public relations and marketing activities. The position will lead day-to-day activities focused on the production of engaging content, improving the agency's social media presence and analytics, and increasing media engagement. This role will collaborate closely with regional offices, attend agency program events, and lead communication efforts related to fundraising initiatives. 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.

Content Creation

- 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
- Create / develop marketing materials for Catholic Charities offices
- Create / develop marketing materials for the Development Department
- Lead communication efforts for agency fundraising and program events
- Complete research and develop talking points for relevant issues

35.00

Duties and Responsibilities continued from page 1

Social Media

- Develop and implement a social media calendar to ensure frequent posts across all Catholic Charities social media accounts
- Monitor social media accounts to engage with other partners and the community
- Implement and track paid social media campaigns
- Collect data to evaluate social media performance

20.00

Media Engagement / Public Relations

- Develop and maintain relationships with media outlets throughout central and eastern North Carolina
- Proactively pitch media and generate story ideas
- Field inbound media inquiries, ensuring deadlines are met and story ideas are supported
- Draft and distribute press releases, media alerts, and other materials as needed
- Collect data to evaluate media engagement / public relations performance

20.00

Team Supervision

- Serve as the primary point of contact for day-to-day questions and task support for Communications staff.
- Provide guidance, feedback, and first-level review of content produced by Communications team members.
- Support project coordination and task delegation to ensure timely and accurate completion of team deliverables.

15.00

Other

- Support ongoing communication activities including website updates, mass mailing campaigns, and other communication activities.
- 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

10.00

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: 4

Qualifications

Required:

- Proven writing and editing experience
 - Demonstrated experience working with the media
 - Demonstrated experience implementing creative social media campaigns
 - Ability to meet tight deadlines and handle multiple projects
 - Effective interpersonal skills
 - Knowledge of or ability to learn how to operate a DSLR camera
 - Knowledge of or ability to learn video editing software
 - Proven computer skills including Microsoft Office Suite including Word, Excel, and PowerPoint
 - 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 type="radio"/>
Administrative Supervision: Supervisor sets overall objectives and resources available. Collaborate on deadlines, projects, and work to be done.	<input checked="" 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.