

The Episcopal Diocese of Texas Job Description

Job Title: Director of Communication

Division: Communications

Reports to: Canon to the Ordinary / Chief Operating Officer

FLSA Status: Exempt

Job Summary

Founded in 1836, the Episcopal Diocese of Texas serves 175 churches across 81 counties in Texas. Headquartered in downtown Houston. Reporting to Chief Operating Officer, this position provides strategic communications leadership and execution in support of the mission, ministry, priorities of EDOT. This position will be responsible for developing and managing marketing and communications efforts across multiple platforms, including social media and the web.

The Director of Communication serves as a senior communications advisor and is responsible for strengthening the diocese's voice, visibility, and engagement across multiple audiences and channels. This position will directly supervise, mentor and develop four Communication Department staff members. Responsibilities include developing and executing communications initiatives; creating and managing content; coordinating media relations; maintaining digital and social media channels; producing publications and campaigns; supporting special events and providing communications training and support to diocesan staff and congregations.

Essential Functions and Responsibilities:

Strategic Communications

- Develop and implement integrated communications strategies that support the diocese's mission, priorities, and ministry objectives.
- Translate organizational priorities and ministry initiatives into clear, compelling communications for internal and external audiences.
- Develop communications plans, timelines, and measures of effectiveness for major initiatives.
- Provide communications counsel for significant diocesan announcements, initiatives, milestones, and events.

Content and Editorial Leadership

- Establish and manage an integrated editorial calendar across diocesan communications channels.
- Lead the development, editing, and publication of diocesan news, features, announcements, digital content, and publications, including the *Texas Episcopalian*.
- Collaborate with staff, clergy, congregations, and subject-matter experts to develop effective content and storytelling.

Media Relations, Campaigns and Major Events

- Build and maintain relationships with local, regional, national, Episcopal, and Anglican media while developing media opportunities that increase awareness of the Diocese's ministries, leadership, initiatives, and community impact.
- Collaborate with COO in preparing media materials, talking points, statements, and briefing materials for diocesan leadership.
- Coordinate communications responses in collaboration with diocesan leadership and appropriate subject-matter experts.

- Coordinate communications support for major diocesan gatherings, including diocesan Council, General Convention, House of Bishops meetings, and other significant events.
- Collaborate with diocesan departments, institutions, congregations, and external partners to extend the reach of communications initiatives.

Digital and Social Media

- Develop and manage the Diocese's digital and social media strategy across websites, social platforms, mobile communications, and other digital channels.
- Provide editorial and strategic oversight of diocesan digital properties, including content, branding, accessibility, usability, and governance.
- Oversee social media calendars, campaigns, engagement strategies, and appropriate regional channels.

Congregational Support and Training

- Provide communications consultation, resources, and training to congregations, diocesan schools, institutions, and staff.
- Coach communications contributors in effective writing, storytelling, messaging, social media, and other communications practices.
- Develop communications tools, templates, and best practices that strengthen communications throughout the Diocese.

Accessibility and Vendor Management

- Coordinate professional translation services, including Spanish-language communications, as appropriate.
- Engage and manage outside communications vendors, including contractors, agencies, photographers, videographers, designers, and translators.
- Manage communications resources and expenditures within approved budgets.
- Perform all other duties as assigned.

Qualifications and Education

- Bachelor's degree in communications, journalism, marketing, or other related fields

Qualifications required

- Minimum 8 years in knowledge of broad range of communications media, including print, electronic and video production; social media.
- Excellent writing ability, verbal and presentation skills.
- Experience in implementing marketing and communication plans.
- Excellent skills in MS Word, Adobe Creative Suites, Premiere, Photoshop, Lightroom, After Effects, InDesign, Illustrator and more.

Required Qualifications

- Commitment to Diocesan Mission and Staff Core Values (Joy, Compassion, Resilience, Humility, Creativity, Holy Ambition).
- Experience managing third party vendors such as branding public relations and web design firms.

Physical and Mental demand and Work environment

Regularly talks, listens, stands, walks, climbs stairs, bends, and sits, at times for extended periods; uses hands to finger, handle, or feel; reaches with hands and arms; and lifts up to 15 lbs. Requires frequent face-to-face interaction and interruptions, the ability to follow oral and written instructions, sustain concentration, and make quick, accurate decisions under stress from deadlines, employee complaints, complexity, competing priorities,

and occasional understaffing. Work is performed almost entirely indoors in a moderately noisy office environment, with continuous use of telephones, computers, copiers, and similar business equipment.

Comments: The above statements are intended to describe the essential responsibilities being performed by person assigned to this position. They are not intended to be an exhaustive list of the responsibilities assigned.