

# POSITION ANNOUNCEMENT



## Director of Communications

Jesuits West

### The Institution

The Society of Jesus, the largest men's religious order in the Roman Catholic Church, assigns some 17,000 priests and brothers to ministries worldwide. In pastoral, educational, and other ministries, our priests and brothers collaborate with laymen and women, civic organizations, local dioceses, and other religious orders. As catalysts for change, we invest personnel and funding in those “turning points” in society where we believe the greatest good can be achieved. Our ministries express the power of faith doing justice by combining belief in fundamental human dignity with advocacy for the poor and marginalized.

Jesuits West supports a 10-state region that includes Alaska, Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, and Washington. Jesuits West is led by Father Santarosa as its Provincial with an 11-member executive team overseeing an approximate staff of 30 with offices in Los Gatos, California and Portland, Oregon.

### Position Concept and Basic Function

The Director of Communications is responsible for the strategic development, implementation, ongoing monitoring and updating of a comprehensive Province communications plan. The plan will shape and enhance awareness and visibility of Jesuits West to promote, advance, and foster greater understanding of the Province's mission, purpose, and role with regard to Jesuits West ministries. All communications will heighten the Province's profile and relationships with key stakeholders through integrated communications strategies.

The Director will implement the communications plan using all appropriate forms of media (print, social media, web, direct mail, photography, etc.). The scope of responsibility includes communications, marketing, fundraising and Jesuit vocation promotion.

The Director will conduct an ongoing analysis of the organization to help shape the communications plan to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including foundations and high net worth donors and new donors.

The Director is responsible for messaging, website management, social media strategies and analytics, publications, media relations, executive communications, communications materials, external coordination, and other communications disciplines. These activities include planning, writing, editing, and producing Mission magazine, Province website, Province e-newsletter, Companions Newsletter, and all social medial platforms.

The Director will oversee a communication process that manages a uniform, consistent brand that advocates and supports the unique role of the Province and the need for philanthropic support.

## **Reporting to Provincial Assistant for Advancement, responsibilities will include:**

- Create and direct a strategic, comprehensive communications program to help build awareness and visibility of Jesuits West.
- Ensures that the Advancement Office's communications goals are supported by written and electronic work.
- Develop consistent branding and messaging strategies to ensure they represent the best interest of the Province and are consistent with mission, objectives, and policies.
- Create, write, and produce content and direct the design and production of all external communications vehicles across multiple media genres, inclusive of all print (Mission Magazine, Companions Newsletter), video, photography, web-based, and social media content.
- Writes, proofreads, and edits copy for Province communications as needed.
- Design a robust social media strategy and oversee implementation across varied platforms and being cutting edge with new technology as it emerges.
- Create and implement a vocation communications program (consisting of a variety of promotional communications materials and events), in conjunction with the goals of the Province's Vocation Team and the Jesuit Conference, to foster awareness and interest in the Jesuit way of life.
- Develop relations with photographers throughout the Province and begin archiving and updating photos from all ministries to ensure images are current and high quality.
- Measure the effectiveness of marketing and communication processes to ensure they support the Province's goals and priorities. Includes regular monitoring of usage trends, web analytics, and effectiveness of the site and adjust strategy as appropriate.
- Establish interpersonal business relationships to facilitate work activities. Liaise between departments or other groups to improve function or communication.
- Identify and develop thought leadership opportunities. Raise public profiles of Jesuits and Province leadership by identifying opportunities for interaction, interviews and speaking engagements. Provide speeches, coaching and talking points as required.
- Prepares and sends press releases upon request.

- In conjunction with the Director of Advancement, prepare materials to engage donors, current and prospective, in the development of high quality research and other thought leadership products that demonstrate the Province's unique mission.
- Oversee the day-to-day activities of the communications function and budget.
- Directly supervise one full-time Graphic Designer, freelance writers and photographers as needed.
- Ability to travel as needed within the Jesuits West region and for national meetings.
- Other duties as assigned.

## Qualifications

- Passion for the mission of Jesuits West.
- Master's degree in a relevant discipline (marketing, business administration, management, advertising, journalism, or communications).
- Bachelor's degree required in Communications, English, Public Relations or related field.
- Minimum of 8-10 years of proven experience in creating and managing innovative and successful targeted marketing and communications programs (preferably with a religious community, diocesan office, or non-profit organization) that enhance brand equity and generate media coverage.
- Experience developing and executing a successful strategic communications plan for an organization.
- Possess strong strategic, creative, problem solving, and organizational skills.
- Exudes exceptional interpersonal and communication skills and sense of humor.
- Ability to develop and execute creative and compelling story ideas and aggressively, pro-actively pitching stories to media nationwide.
- Excellent writing, editing and proofreading skills.
- Demonstrated success in developing and implementing social media marketing strategies.
- Familiarity with principles of effective graphic design.

## Requirements and Application Procedure

The Advancement Office of Jesuits West is based in Los Gatos, California. Salary is commensurate with experience. Comprehensive benefits are included in the overall compensation package.

Applicants must submit a cover letter and resume to [UWEjobs@jesuits.org](mailto:UWEjobs@jesuits.org). Review of applicants for employment will begin immediately and continue until the position has been filled.

*Jesuits West makes employment decisions without regard to race, color, sex, national origin, marital status, age, and disability unrelated to job performance. The Province hires without regard to religion when Catholic faith is not a job requirement, and welcomes people of all faiths.*