

San Francisco Solano Catholic Church

Position description: Marketing/Communications Coordinator

Position title: Marketing + Communications Coordinator (full time) – 40 hours per week, non-exempt, full benefits

Reports to: Parish Director

Supervisory: Communications Assistant

General: The Marketing + Communications Coordinator, in collaboration with the Pastor and the Parish Director, is responsible for executing all internal and external communications for San Francisco Solano Catholic Church. This includes the creation and distribution of Sunday Mass media (announcement videos, pre-Mass advertisements, parish newsletter), ongoing practical media (mailers, posters, signage), and ongoing digital media (the website, social media, parish-wide emails, digital forms/paperwork). It's essential that the person in this role has strong customer service and collaborative skills, demonstrates enthusiasm and creativity, can maintain confidentiality, and is highly organized and detailed.

This position might be a great fit for you if you have a heart for the Church, spend your free time paying attention to effective and relevant communication tactics, are inspired by innovative church communication content, and like to think strategically about how to effectively target the various audiences you will engage with. Additionally, if you are a people person, enjoy problem-solving with various team members, and effectively manage multiple projects at one time, you might really thrive in this role!

Duties and responsibilities

Sunday Mass media – create and share content that informs and delights Solano's engaged audience

- Announcement videos: write, shoot, and edit a compelling and informative weekly announcement video, typically featuring one of Solano's priests, staff members, and/or relevant parishioners or ministry leads. Collaborate with necessary team members to ensure information is accurate and to coordinate shooting with whoever is featured each week.
- Newsletter: create Solano's weekly newsletter by designing pages that communicate timely and relevant updates and information, including Mass intentions, offertory reporting, ministry and YFF activities, parish events, etc. Collaborate with necessary team members to ensure information is accurate.
- Pre-Mass advertisements: design slides that are displayed in the church before Mass, featuring content that is relevant to parishioners that week (i.e., ministry start dates, upcoming events, second collection information, etc.). Collaborate with AV to ensure these slides are updated and projected properly each week.
- Tabling: as needed, create a delightful in-person post-Mass experience, by featuring relevant ministries or internal efforts (i.e., merch sales, ministry sign-ups, etc.) at a table after Mass.

Ongoing practical media – create and share content that strategically informs, delights, and moves Solano's audiences into action

- Mailers: seasonally and as needed, create content that will be sent to Solano's contacts. Design content, write copy, and collaborate with necessary team members to coordinate printing and preparing mass mailers.

- Posters: as needed, design posters for ministries and other related parish activities that will be distributed on our campus and elsewhere. Collaborate with necessary team members to ensure the accuracy of content, and work to maintain Solano's existing brand identity in all content that represents Solano.
- Signage: seasonally and as needed, create or design signage that will be used on Solano's campus, either to enhance the typical experience at Solano or to reinforce content that Solano's audience is receiving on other channels (i.e., a homily series, an annual theme, etc.)

Ongoing digital media – create and share content in the digital space that effectively represents Solano's brand and inspires audiences to engage with us beyond their on-campus activities

- Website: as needed, update the parish website, including its structure, all copy, images, and branding assets.
- Social media: manage Solano's identity on all social platforms including Instagram, Facebook, and TikTok. All of Solano's main accounts will be directly managed by this role. Sub-accounts for various ministries should be indirectly managed by this role (i.e., a volunteer manages a particular ministry's account, but any major updates or changes will need to go through this role).
- Emails: send out necessary updates to engaged parishioners via email and manage nuanced contact groupings in order to email the most pertinent information to the right users.
- Digital forms and paperwork: support Solano's internal efforts and ministries by managing all digital paperwork, collaborating with the necessary team members to ensure accuracy of forms, and distributing responses to the correct people.
- Online shop: manage all online sales through our drop-shipping service, Printful. Offer customer service support, when needed, and update products and designs, as needed.

Brand management

- With the support of Solano's brand identity committee, identify and effectively use Solano's logos, branding, and overall identity through all communication channels and on Solano's campus.
- Support internal and external ministries efforts to promote their efforts and events, by receiving all marketing request form submissions and responding accordingly.

Communications assistant management: supervise the communications assistant by effectively creating procedures and protocols for all communications efforts and delegating appropriately

Dynamic Catholic liaison: provide support and coordinate resources for Dynamic Parish events and initiatives, including book distributions throughout the year, and redesigning Dynamic Parish branding as necessary.

General office: manage merchandise selling activities and tracking and participate in staff meetings and serve special projects as needed.

Qualifications and requirements

Must-haves:

- Minimum 3 years of experience working in marketing and/or communications
- Experience in managing social media for a brand, organization, or public figure
- Experience in creating content for various channels
- Strong writing skills
- Independent, self-starter
- Team player
- A passion and skill for art, creativity, culture, design, and emerging industry trends

- Familiarity with Catholic parish life

Nice-to-haves:

- Video production experience
- Photography experience
- Graphic design experience
- Advertising experience
- Experience in Adobe Photoshop/Illustrator, Premiere Pro, Lightroom, Excel, Word, Outlook, PowerPoint, Google Drive, ProPresenter, Constant Contact, JotForm, Square, Squarespace