

## **Digital Communications and Marketing Strategist**

The Diocese of Orange Office of Communications is hiring a Digital Marketing and Communications lead to direct efforts across all social media platforms, websites, and electronic media for the Diocese of Orange and Christ Cathedral. The position reports to the Director of Communications and is located at the Diocese's headquarters at the Pastoral Center on Christ Cathedral Campus in Garden Grove, Ca.

The strategist will set and oversee the Diocesan social media objectives, strategies and tactics, helping to align the Diocesan's mission and strategic plan across all social channels to include Facebook, Instagram, Twitter and LinkedIn. The position will lead the creation, review and revision of social media content.

In addition, the strategist will lead efforts in advertising on social media and in electronic media as well as efforts around the utilization of comprehensive data analytics to assess, inform and adjust the Diocesan approach to social channels.

The strategist will lead the management of electronic media, including the Diocese's two websites, creating and updating content, working with photography, videography, and written materials as well as with the diocesan in-house and external teams.

Taken together, the strategist's efforts in social media, electronic media, and websites ultimately will ensure that critical, timely, and factual diocesan messages reach wide Catholic and non-Catholic audiences in the most strategic, creative, and effective ways.

### **Responsibilities**

- Using latest trends and best practices, develop social media strategies that drive evangelization, awareness of Diocesan and Cathedral initiatives and build and protect reputation of the Diocese of Orange.
- Build audience growth and engagement across all social channels.
- Drive the integration of social media platforms and rcbo.org and ChristCathedralca.org
- Assess demographics and use online analytics to assess effectiveness and target key audiences for specific campaigns
- Build and maintain a detailed social media calendar
- Develop and maintain client-vendor relationships, timelines and work agreements
- Create, develop and produce electronic advertising for social media, websites, and other media as required to support diocesan events and news
- Coordinate social media activations and website content with business objectives
- Analyze, review and report of on effectiveness of all social media activity using data and analytics
- Utilize analytics and data to assess effectiveness of website content, audience, and reach
- Create a framework for social media budget
- Maintain a unified voice across all social media channels, electronic media, and websites
- Work with the team on the delivery of digital stories via social media and websites
- Drive innovation solutions for clients with insights from social listening
- Lead monitor efforts and online crisis support
- Measure, report, and share KPIs
- Create a robust SEO strategy for RCBO.org., OCCatholic.com and other Diocese-owned websites

- Able to react to change productively and handle other essential tasks as assigned

### Qualifications

- Bachelor's degree required
- Five to seven years of working as a digital strategist required
- Working knowledge of SEO & SEM best practices
- Experience in creating, tracking, and reporting advanced campaigns across Facebook, Instagram, Twitter, Youtube etc.
- Previous experience with client/vendor relationships and managing expectations between the parties.
- Experience required in SEM/paid search, including knowledge of campaign set up, keyword optimization, pay per click campaigns, and tracking/reporting results across Google Adwords, Youtube Ads, Microsoft Ads
- Relevant experience in mobile marketing and e-commerce preferred
- Google AdWord Certified
- Familiarity of modern web technologies terminology – such as CMS Platforms, Wireframes and frameworks, UX/UI
- Ability to work in teams, with external consultants, and individually with minimal guidance
- Ability to work directly with graphic artists to create appealing ads intended for social syndication, know the value of conversion optimization and how it relates to the creative team
- A practicing Catholic preferred
- Legally authorized to work in the U.S.

Candidates submit resume, application and create an example social media post that shows us who you are, your style and your relationship with Catholicism. All about you!