

Director of Communications St. Mary's Barnstable Episcopal Church – Barnstable, MA (FT)

Salary: \$55,000 - \$60,000 plus benefits (paid holiday & sick time, paid vacation, health care benefits, and contribution to retirement plan)

Overview St. Mary's Barnstable Episcopal Church, a vibrant and historic parish in Barnstable, MA, seeks a Director of Communications to lead and implement a comprehensive communications strategy. This role is pivotal in conveying the church's mission, nurturing community engagement, and enhancing visibility through compelling storytelling across various platforms. This is a full-time (40 hour), in-person position.

Key Responsibilities

- **Strategic Communication Planning:** Develop and execute a cohesive communications plan that aligns with St. Mary's Barnstable's mission and goals, ensuring consistent messaging across all channels.
- **Content Creation and Management:** Craft and oversee the production of engaging content for newsletters, bulletins, social media, the church website, and other publications, highlighting programs, events, and community impact.
- **Website and AV Oversight:** Manage the church's website to ensure it remains current, user friendly, and reflective of St. Mary's Barnstable's identity and offerings. Manage upkeep and use of AV equipment.
- **Social Media Engagement:** Lead the church's social media presence by creating and scheduling posts, monitoring engagement, and responding to inquiries to foster an active online community.
- **Media Relations:** Serve as the primary contact for media inquiries, prepare press releases, and coordinate coverage to promote St. Mary's Barnstable's events and initiatives.
- **Brand Consistency:** Uphold and advance St. Mary's Barnstable's visual and narrative brand identity across all communication materials.
- **Emergency Communications:** Coordinate timely dissemination of urgent messages (e.g., service cancellations) through appropriate channels, including email, SMS, social media, and the website.
- **Collaboration:** Work closely with clergy, staff, and ministry leaders to support their communication needs and ensure alignment with overall strategies.
- **Analytics and Improvement:** Monitor the effectiveness of communication efforts using analytics tools and adjust strategies to enhance engagement and outreach.

- Bulk printed materials: Make, proofread, and print weekly bulletins and oversee occasional mailing campaigns, including ordering and stocking paper products.

Qualifications

- Bachelor's degree in Communications, Journalism, Marketing, preferred, or experience in a related field.
- Minimum of 2-4 years of experience in a communications role, preferably within a faith-based or nonprofit organization.
- Exceptional writing, editing, and storytelling skills with a keen eye for detail.
- Proficiency in website content management systems (e.g., WordPress), email marketing platforms, and social media tools.
- Strong organizational skills with the ability to manage multiple projects and deadlines.
- A collaborative spirit and the ability to work effectively with diverse teams.
- An understanding of and appreciation for the Episcopal tradition and the role of the church in the community.
- Proficiency in social and communications platforms; including Instagram, Facebook, Canva, YouTube, Sign Up Genius, and Constant Contact.

Application Process

Interested candidates are invited to submit a resume, cover letter, and samples of previous communication work (e.g., writing samples, design pieces, social media campaigns) to the Rev. Michael J. Horvath at Michael.Horvath@stmarysbarnstable.org. Applications will be reviewed on a rolling basis.