



Episcopal Diocese of Massachusetts

138 Tremont Street Boston, Massachusetts 02111 • 617-482-5800 • www.diomass.org

Job Title: Communications Specialist

Reports to: Canon for Communications, Witness & Engagement

Salary Range: 70,000 to 75,000

Category: Full-time

Job Summary

The Episcopal Diocese of Massachusetts, a network of 180 worshipping communities in Eastern Massachusetts, is seeking a new member of our growing communications team who will help lead the development and operationalization of a bold new communications strategy.

A new position, the Communications Specialist will play a key role in rebranding and raising the Diocese's public profile, improving internal communications, and developing new tools and platforms for outreach and engagement. The Specialist will be a leader in identifying target audiences and driving the creation of compelling content for the full range of Diocesan communication platforms. Reporting to the Canon for Communications, Witness, and Engagement, the Specialist will work with parishes, clergy, volunteers, and staff across the Diocese to elevate the Episcopal Church's ministry and witness in Eastern Massachusetts.

The ideal candidate for this job is a motivated, creative storyteller with excellent judgment and a track record of strong project execution, who can seize this opportunity to help build a new communications infrastructure and strategic approach to engagement for the Diocese.

Duties/Responsibilities

Strategic Communications and Marketing

- Advise and support the Canon in the development and implementation of comprehensive, effective diocesan-wide communications strategies.
- Support the process of a wholesale rebrand for the Diocese and creation of a Diocesan style guidance.
- Use analytics and marketing research to clearly identify and segment audiences, inform content creation, and measure the effectiveness of engagement.
- Manage the mailing lists for all email communications, including leading efforts to expand distribution lists.

Design and Content Production

- Create materials to promote Diocesan events, news, and strategic priorities; highlight worshipping communities across the Diocese; and amplify the Bishop's prophetic voice using the full range of media and platforms, including email marketing, video, and social media.
- Develop compelling graphics for use across platforms, including social media, newsletters, print materials, and the Diocesan website.
- Shoot and edit videos for use across digital platforms.
- Support the work of the whole Diocesan staff in preparing for major events, such as the Annual Diocesan Convention, by producing both digital and print materials.
- Support the creation of donor-facing materials in coordination with development staff and consultants.

Writing and Editing

- Report, write, and edit articles and interviews that promote key ministries, events, and diverse voices across the Diocese.
- Produce and edit newsletters and other email-based products for external as well as internal audiences.
- Draft and edit public statements, announcements, and other written content.

Digital Media

- Assist and support the Canon in developing a new Diocesan website.
- Manage the Diocesan website, ensuring it is up to date, accurate, and compelling.
- Manage all Diocesan social media platforms to expand reach and reflect Diocesan values and priorities, including launching new platforms such as Instagram.

Supporting Congregational Communications

- Proactively support worshipping communities by developing tools and platforms to enable effective parish-level communications and outreach.
- Working with the Canon, serve as a resource to parishes, providing advice and tools to improve their own communications.
- Support the Canon in ensuring that parishes receive, in a timely manner, Diocesan messaging and communications guidance.

Diocesan Staff Expectations

- Regular engagement with supervisor to ensure communication and clarity around workflow prioritization.
- Arrange work schedule with supervisor to include three workdays onsite (including Wednesday) at the Diocesan offices, along with remote work.
- Participate in trainings, meetings, proceedings, and activities of the Diocesan staff as directed by supervisor.
- Look for opportunities to collaborate with other ministry areas to the benefit of the communications efforts of the Diocese, of our congregations and of the life of the church overall.
- Adherence to all Diocesan policies and procedures.
- Other duties as assigned.

Required Skills/Abilities

- Exceptional oral and written communications skills with the ability to translate complex issues and topics into readable, compelling content
- Creative design skills and an ability to translate conceptual ideas into compelling visual representations in both digital and print media using tools such as Adobe Photoshop, Adobe InDesign, and Canva
- Experience in videography and photography, including familiarity with photo and video editing tools such as Adobe Photoshop and Premiere Pro
- Ability to effectively, responsibly, and appropriately use AI-powered tools and platforms.
- Critical thinking abilities and a strategic mindset
- Working knowledge of content management systems such as Drupal
- Exceptional organizational skills and meticulous attention to detail
- Excellent time management skills with a proven ability to meet deadlines.
- Ability to prioritize tasks.

- Experience using marketing tools and analytics to conduct audience analysis, including tools such as Google Analytics
- Proficiency with Microsoft Office Suite.

Core Competencies & Expectations

All diocesan staff are expected to:

- Act with trustworthiness, transparency, and accountability.
- Communicate clearly, kindly, and effectively.
- Collaborate across difference with openness and respect.
- Approach challenges as proactive problem-solvers.
- Balance strategic thinking with responsiveness.
- Follow all Diocesan policies and procedures of the Bishop's Office.
- Serve both the Bishop's Office and our worshipping communities with dedication.
- Bring a spirit of hospitality, joy, and humor to their work.
- Utilize project management, communications, and staff management tools effectively.
- Exhibit a deep commitment to the principles of diversity, equity, inclusion, and justice.

Education and Experience

Bachelor's degree and 2+ years of relevant professional experience

Degree in a relevant field such as journalism, communication, English, or design a plus.

Physical Requirements

Prolonged periods of sitting at a desk and working on a computer.

Reasonable accommodation will be made for persons with disabilities.

Compensation

The salary range for this position is \$70,000 to \$75,000 annually.

The Diocese provides a generous benefits package including:

- Employer-paid medical and vision insurance
- Employer contribution to a 403b retirement plan
- Employer-paid disability insurance
- 4 weeks of vacation

How to Apply

To apply, please send both a cover letter and resume to hr@diomass.org with the job title in the subject line.