



The Society for the Propagation of the Faith • The Missionary Union
The Missionary Childhood Association • The Society of St. Peter the Apostle

Job Title: Marketing and Communications Director
Reports to: Vice President of Marketing and Communications
Location: St Petersburg, FL preferred, New York City possible
FLSA: Exempt

Position Summary

The Communications Director is responsible for supporting Vice President of Communications with the organization's integrated communications and marketing strategies, web and creative services, and digital marketing to promote the organization's brand. The department develops communications strategies to diverse audiences with the goal of supporting TPMS's brand and fundraising.

Reporting to the Vice President for Marketing and Communications, the Communications Director will be responsible for the day-to-day aspects of the communications functions for TPMS. In addition, the Communications Director will support the VP in the management of consultants and board committees and work collaboratively with other departments, as needed.

Attention to detail, creative and journalistic writing and copy editing, and audiovisual production are all required skills for this position.

This is a full-time position located preferably in St. Petersburg, Florida, with New York City possible. Five-days a week in office is expected, except when work demands one to be off-site.

Duties and Responsibilities

Communications –

- Drafts, develops and oversees Social Media content with the help of a vendor.
- Copy edits the organization's digital and print publications.
- Leads and executes HubSpot strategy, producing and scheduling regular communications emails, maintains a clean database and works with other departments to ensure the tool remains useful to all.
- Educates staff members on communication processes.
- Provides support to the approved events related to TPMS' communications and ensures events align with the organization's communication strategy, including communications trips to mission territories, at least twice a year.
- Provides technical support for webinars and regular livestreams

- Manages and edits press releases, media alerts, op-eds and other PR materials
- Coordinates podcast production and releases
- Oversees booth preparations for conferences attended by Marketing and Communications

Marketing-

- Develops robust and innovative marketing (including paid advertising), communications and public relations campaigns and plans
- Supports the approved TPMS-US branding
- Ensures that brand identity, messaging and marketing and communications strategy are infused in all organizational efforts (programming, development, network support).
- Leads, supervises and executes the social media strategy
- Oversees branding implementation in the absence of VP of Marketing and Communications

Video and photography-

- Maintains photographic and videographic database
- Oversees the photographic quality of Mission Magazine, Gratitude Report and other print materials produced by Marketing and Communications, including the World Mission Sunday campaign.

Cross-Team Support –

- Works with colleagues across departments to ensure timely, accurate, and strategic communications
- Collaborates with TPMS' Advancement and Development department annual appeal and related messaging.
- Collaborates with TPMS' Advancement and Development department on HubSpot/Virtuous integration
- Provides support for diocesan Mission offices in implementing TPMS' marketing and communications strategies

Education, Experience and Qualifications

- Must be a practicing Roman Catholic in good standing with the church and must know and support Catholic teachings and understand the structure of the Catholic Church in order to be able to articulate it well.
- Have a desire to support the mission of the Church to proclaim the Gospel to all creatures as well as a solid understanding of the teachings and structure of the Catholic Church
- BA/BS required, preferably in a related concentration such as communications, marketing, journalism, or public relations.
- 3-5 years of work experience in a related field or equivalent education.
- English required. Spanish and Italian a plus.
- Must be willing to travel abroad, and a valid passport is necessary.

- Knowledge of current digital and traditional communications tools and tactics, and trends;
experience using web content management systems (CMS); proficiency in HubSpot necessary by the time one starts;
- Knowledge of search engine optimization (SEO), web design principles and trends, accessibility standards, and internet operations and functionality.
- Experience using Microsoft Office Suite, Adobe Creative Suite, and particularly Photoshop and Acrobat Pro;
- Must understand current web-related regulations, laws, and trends;
- Have the ability to write and edit copy or manage copy-writing;
- Approachable, collaborative, result-oriented, problem-solver, who can both provide and take direction well.
- Strong communication skills, both visual, written and verbal, with grammatical and spelling expertise.
- Detail-oriented with excellent organizational, presentation and communication skills. Must be able to juggle several projects at one time.
- Have the ability to thrive in a creative, collaborative environment, with the ability to organize/lead projects requiring integration of efforts across colleagues, university entities and external vendors/partners;
- Desire continuous improvement.
- Preferably have some experience in serving Catholic causes or non-profits.

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, copiers, and printers.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand, sit, walk, use hands to finger, handle or feel; and reach with hands and arms.

EEOC Statement

The Pontifical Mission Societies (“TPMS”) is an equal opportunity employer and complies with all applicable federal, state, and local fair employment practices laws. TPMS strictly prohibits and does not tolerate discrimination against employees, applicants, or any other covered persons because of race, color, religion, creed, national origin or ancestry, ethnicity, sex (including pregnancy), gender, marital status, age, physical or mental disability, citizenship, past, current, or prospective service in the uniformed services, genetic information, or any other characteristic protected under applicable federal, state, or local law. All TPMS employees, other workers, and representatives are prohibited from engaging in unlawful discrimination. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, training, promotion, discipline, compensation, benefits, and termination of employment.

TPMS complies with the Americans with Disabilities Act (ADA), as amended by the ADA Amendments Act, the Florida Civil Rights Act of 1992, and all applicable state or local law. Consistent with those requirements, TPMS will accommodate qualified individuals with a disability if such accommodation would allow the individual to perform the essential functions of the job, unless doing so would create undue hardship.

As a Catholic organization recognized by the United States Conference of Catholic Bishops, TPMS reserves the right under Federal law (42 U.S.C.A §2000e-2(e)) and Florida law (Fla. Stat. §760.10(10)) to hire those of the Catholic faith for positions where practice and knowledge of the Catholic faith, its tenets, and beliefs, are necessary for the work required. Further, TPMS retains the ability to hire employees whose lifestyle upholds the teachings of the Roman Catholic Church.