SISTERS OF NOTRE DAME DE NAMUR
Making known God's goodness

COMMUNICATIONS DIRECTOR

Position Summary: Lead and coordinate all communications, including external, digital, print and social media, in support of the mission and ministry of the Ohio Province of the Sisters of Notre Dame de Namur. The Communications team is responsible to convey a vision of spirituality that is both contemporary and theologically accurate. Provides direction and support to all Province departments and performs other duties as assigned. Participates in the planning of the overall Mission Advancement program. Works collaboratively, in a team style, to support the strengths and responsibilities of each member of the Mission Advancement staff. Evening and weekend event availability, including some travel, is required.

EXTERNAL COMMUNICATIONS

Develop and execute a comprehensive external communications plan that shares the Sisters of Notre Dame de Namur's spirituality and deepens affinity and support for the Ohio Province.

1. Identify and develop stories that showcase the work of the Sisters of Notre Dame de Namur, partner ministries and affiliated schools for use across platforms.
2. Promote events and other special occasions across platforms using an integrated content marketing strategy.
3. Maintain the integrity of the SNDdeN brand.
4. Coordinate all media relations including interviews, press conferences, official statements and press releases, working with Leadership team as needed. Collaborate with communications professionals at other US provinces on shared messaging.
5. Manage crisis communications plans and protocols. Serve as subject matter expert during crisis situations, acting as media spokesperson when needed. Ascertain that Communications Coordinator is fully qualified to take over when necessary.
6. Provide communications expertise on committees, task forces and special projects.
7. Develop and coordinate all advertising and ad placement.

DIGITAL COMMUNICATIONS

Develop and execute a comprehensive digital communications strategy that supports the SNDdeN mission and Province ministries. Utilize best practices in new media approaches, techniques and tools.

1. Update and maintain Ohio Province website and online donation capabilities. Ensure the website functions correctly and is optimized for best use.
2. Maintain digital media files, including photos, video, documents and publications. Archive annually according to Archivist instructions.
3. Manage digital systems, such as Adobe Creative Suite, website domain and necessary subscriptions.
4. Develop digital assets for Province events, initiatives and programs, such as web content and email marketing templates and messages.
5. Hire and oversee outside professionals such as photographers and videographers. Develop and direct photo and video shoots in support of objectives to promote the Province mission and ministries.
6. Develop and manage strategies for department newsletters and donor communication.
7. Develop video concepts, scripts, storyboards and other production assets. Lead production of video content in house and/or with a professional videographer.
8. Take photos and video footage as needed to support business objectives and department projects.

PRINT COMMUNICATIONS

Serve as the project manager on multiple printing projects, managing content strategies and production schedules, in support of Province events, initiatives and programs.

1. Develop and manage editorial strategy for Province publications including the biannual magazine, annual reports and planned giving newsletters.
2. Lead Editorial Board meetings for Cross Currents and annual report.
3. Write, edit and design printed materials and publications. Oversee production.
4. Hire and oversee work of printers, photographers, writers, graphic designers and other vendors.

SOCIAL MEDIA

Develop and execute a comprehensive social media strategy to promote awareness, share the Sisters of Notre Dame de Namur's spirituality and increase engagement on social platforms.

1. Manage social presence across platforms with a focus on growing followers, promoting website visits and increasing email subscriptions.
2. Develop engaging content that reaches target audiences utilizing each platform's available tools.

3. Execute strategies to promote Province events, initiatives and programs.
4. Analyze engagement metrics. Report out as required.
5. Research and implement new social media initiatives as needed.

PROFESSIONAL DEVELOPMENT

Pursue ongoing professional growth opportunities to ensure the skillset is up to date.

1. Join and engage in professional organizations such as Communicators for Women Religious and Religion Communicators Council. Attend conferences and training as schedule and budget allow.
2. Seek and obtain additional certifications in relevant subjects as needed to keep skills current.

EDUCATION AND EXPERIENCE

1. Bachelor's degree in communications, public relations, journalism or related field
2. Demonstrated successful professional experience in communications with a more than five (5) years of experience with nonprofit organizations
3. Minimum of three years of managerial or leadership experience preferred
4. Demonstrated ability to adhere to the highest ethical standards, demonstrate empathetic disposition and perseverance, and convey sensitivity to the needs of donors
5. Highly self-motivated and directed
6. Demonstrated outstanding analytical and evaluative skills, and excellent communication (written and verbal), interpersonal, organizational, and administrative skills
7. Advanced working knowledge of Microsoft Office products, Adobe Creative Suite, as well as a working knowledge of Blackbaud technology
8. Experienced with website content management systems; Inner sync experience is a plus
9. Demonstrated ability to work effectively as part of a team

---

Reports to: Director of Mission Advancement

Accountable to the Ohio Province Leadership Team through their designated liaison

Manager to: Assistant Communications Director

Written personnel review after 90 days and annually thereafter

Email résumé and cover letter to Gina Huiet, Director of Mission Advancement at ghuiet@ohsnd.org