



DIOCESE OF SPRINGFIELD IN ILLINOIS Catholic Pastoral Center

Title: Digital Content Marketing Strategist
Division/Department: Office for Parish Vitality and Mission Advancement
Reports to: Director, Office for Parish Vitality and Mission Advancement
FLSA Status: Exempt
Prepared Date: March 2022 **Revised:**

Summary

“The mission of the Roman Catholic Diocese of Springfield in Illinois is to build a fervent community of intentional and dedicated missionary disciples of the Risen Lord and steadfast stewards of God’s creation who seek to become saints.” (Fourth Diocesan Synod, Statue#1). Therefore, every member of the Curia staff, as an extension of the ministry of the Diocesan Bishop, has a ministerial calling, and each position has a ministerial aspect.

The Digital Content Marketing Strategist is responsible for driving the creative content strategy, implementing effective web marketing, and assisting with a communication strategy for the Curia of Diocese of Springfield in Illinois. This includes planning content distribution and promotion, strategies for establishing and growing online communities, designing and executing strategies for benefactor engagement on diocesan digital platforms, assisting with video and design development, and project and campaign management.

Essential Duties & Responsibilities

1. Manage digital content strategy by researching, pitching, and implementing content from ideation to publishing across all digital platforms, including website, Facebook, Twitter, Instagram, YouTube, and email marketing.
 - a) Actively monitor all channels and engage with followers in an appropriate and timely manner.
 - b) Create and maintain a planned publishing calendar.
 - c) Assess new standards, technologies, and trends to formulate plans for future enhancements to digital content.
 - d) Provide analytics and feedback to the appropriate areas
2. Oversee email marketing platform, including subscriber information, subnetworks, and overall content and campaigns.
3. Assist with the design and content of Curia managed websites. Give input to overall message, graphics, and substance.
4. Oversee the development of digital communications campaigns. Ensure overall campaign is linked to other communications platforms with central message.
 - a) Evaluate, design, and implement the use of digital content as fundraising tool where appropriate.
5. Provide digital marketing support and brand development to diocesan departments to enhance their evangelization efforts.
 - a) Create brochures, pamphlets, flyers, emails, and other digital marketing tools for various departments.

Job Description: Digital Content Marketing Strategist, OPVMA

- b) Ensure the tone is consistent throughout all Diocesan marketing materials. Help other departments build awareness through the web and social media platforms.
 - c) As required, attends events. Takes photographs, posts on media channels, and provides information to *The Catholic Times*.
6. Foster relationships with parishes, schools, and community members. Educate and train staff and volunteers where appropriate.
 7. Co-manage archive of images and assets for all social content. Acquire new content as needed.
 8. Other duties as assigned.

Education And/or Experience

- BA or BS in Digital Marketing, Communications, and/or relevant field. Experience may be substituted for education. Previous marketing, communications or social media experience preferred.

Required Skills, Knowledge and Characteristics

- Practicing Catholic in full communion with the teachings of the Church.
- Editorial or digital content experience within consumer-facing media
- Excellent writing skills with the ability to translate traditional marketing content into engaging and brand relevant conversations
- Passion for storytelling, listening to what the community has to say, and providing memorable and/or award-winning experiences in the social space
- Basic understanding of digital analytics and performance tracking
- Ability to be nimble and adapt quickly to new technologies and processes
- Polished in presentation and communication
- Highly organized and detail-oriented with an exceptional sense of accountability
- Ability to manage multiple projects and creative ideas in a fast-paced environment
- Collaborative and a strong team player.
- Be able to find creative solutions to challenges and use data to drive content development and programming decisions
- Proficient in Microsoft Outlook. Preferred experience with Adobe Creative Suite, specifically InDesign, and WordPress website design.
- Valid driver's license.

Physical Demands:

The physical demands of the position are those typically associated with work conducted in an office environment. The position requires the person be able to lift 30 pounds. Must be able to operate a motor vehicle.

Work Environment:

The Diocesan Pastoral Center operates in a smoke-free environment. The employee must be willing to abide by all policies of the Diocese of Springfield in Illinois. The general environment for this position is that commonly associated with a temperature-controlled office setting.

How to Apply:

Please send resume and cover letter to Erin Danaher at edanaher@dio.org.