



Archdiocese of Newark  
Office of Human Resources

Entering the  
Third Millennium,  
proclaiming in faith and love  
the mission of  
Christ the Redeemer!

## POSITION DESCRIPTION

**Position:** Part-Time Communications Coordinator  
**Department:** Cathedral Basilica of the Sacred Heart  
**Reports To:** Rector of Cathedral Basilica of the Sacred Heart  
**Classification:** Non-Exempt

### General Description

This is a part-time position reporting to the rector responsible for managing and maintaining all parish communications including, but not limited to, social media, conceptual development and organization of weekly bulletins, emails, Livestream, and website maintenance. The coordinator will help to create, manage, and grow digital and multi-media content that communicates the story and messages of the Cathedral Basilica of the Sacred Heart Parish in alignment with its organizational and communications objectives. This position will also support marketing parish activities and assist the parish staff with technology issues. This position will also be responsible for the conceptual development and organization of Bulletin publication. This position is responsible for all live streaming of Sunday Masses (10:00 AM and 12:00 PM), Holy Day Services, Special Events and other parish events on the parish website, Facebook, and YouTube page.

### Specific Duties/Responsibilities

The following specific responsibilities are representative of duties required in this position. They may be unilaterally but reasonably changed based on the working environment and departmental needs.

- Address day-to-day content placement, distribution, and maintenance of the Cathedral Basilica of the Sacred Heart's (CBSH) digital and multi-media content including its websites, Twitter, Facebook, Instagram, YouTube, and blog pages.
- Livestream of Sunday Masses and special events. Maintain and update live stream services and equipment, as needed.
- Create, curate, edit, tag and post articles, images, news, updates, newsletters, and videos featuring the parish, people and ministries of the CBSH for use across digital communications platforms
- Build audience engagement with an understanding of data, and analytics, identifying and monitoring trends and public social media interaction; respond to site traffic patterns, trends, and usability needs
- Work collaboratively with parish leaders, including Hispanic Catholic community leaders, to ensure that all digital content has the most up-to-date information on a weekly basis
- Design and implement website updates, weekly bulletins, and enhancements in collaboration with staff members and organizational stakeholders
- Post a digital version of the bulletin on the CBSH website weekly

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- Innovate and implement strategies to guide and strengthen social media/communications efforts and broaden the organization's reach
- Plan social editorial strategies, as well as custom content for visual platforms like Facebook videos and Instagram
- Create, edit, and cut videos for various social media platforms
- Support team with social media best practices and stay up to date on the latest social media announcements and emerging tools and technologies
- Work with other departments/staff to implement web updates in an instructive manner; reports regularly to supervisor
- Assist team at various special events, including occasional night and weekend events
- Liaison for communication with Archdiocese IT Department for trouble shooting and problem resolution
- Other duties as assigned

### **Qualifications/Skills**

- Proficiency with web design and content management systems and posting/sharing on digital and social media platforms
- Experience with Livestream production (vMix Live Video Production Software)
- Experience in or demonstrated ability in video and photo editing
- Excellent verbal and written communication skills
- Experience with visual communication principles
- Excellent analytical and project management skills
- Ability to work with a team, multitask and meet and perform under tight deadlines
- Ability to work in a fast-paced environment
- Demonstrated ability to manage multiple projects at once in an organized manner

### **Education and/or Experience (Preferred)**

- 5 years of experience in related field such as web design, communications, journalism or public relations, or equivalent experience
- 2+ years of professional experience in website design and management using content management systems and Livestream production
- Familiar with basic HTML and able to edit basic style sheets, work with developers on more complex website demands
- Proven experience and expertise across a broad spectrum of Web 2.0 technologies and familiar with WordPress plugins (provide examples)
- 2+ years of professional experience managing social media
- Proficiency with HD camera equipment, photo and video editing software, graphic design software, and other related software and technology
- Ability to use Facebook, Instagram, Twitter, or other electronic communications platforms
- Strong writing and editing skills required (provide examples)
- Previous experience in a communications environment a plus
- Bilingual is desirable (Spanish)

### **Hours**

- 20 hours per week
- Can work remotely, but required to meet in person 1-2 hours per week

- Livestreaming of Weekend Services & special events required
- Weekly schedules will be given ahead of time

**Physical Demands**

The physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.