

VSS Catholic Communications, Inc.
Spirit Catholic Radio
Position Description
October 2020

JOB TITLE: **Public Relations/Marketing Manager**

HOURS: Monday through Friday 8:00am – 5:00pm; other hours as needed.

JOB TYPE: Full-Time, Exempt

BASIC

FUNCTIONS: Responsible for the development and implementation of programs, communication vehicles, contests, events and fundraising activities designed to foster a positive relationship between the station and its listening audience. Communicates the mission using personal appearances, on-air announcements, and various forms of media (web, Facebook, Twitter, e-mail blasts, brochures, press releases, annual report, solicitations and printed communication, etc.). Promotes the station visibility throughout the listening areas. Recruit and coordinate volunteers as in-house resources and for outside events. Other duties as assigned.

Assist in the planning, promotion and execution of events that are targeted to the larger listening audience such as Care-a-thons, year-end appeals, Spirit Award Dinners, gatherings, conferences, and activities/functions geared toward schools, parishes, apostolates and ministries.

REPORTS TO: Executive Director/Operations Director

SUPERVISES: Volunteer Staff /Community Engagement Associates

COLLABORATES WITH:

Development Vice President, Program Director, Underwriting Director, Board of Directors, Regional Advisory Committees, Development Committee and Marketing/Community Engagement Committee

**DUTIES AND
RESPONSIBILITIES:**

- Create and manage electronic and print communication:
 - Website
 - Social Media/Facebook/Other
 - Weekly e-Newsletter (Halos)
 - E-mail campaigns
 - Development materials
 - Program brochures
 - Marketing materials for events
 - Annual Report
 - News releases
 - Diocesan newspaper ads
 - Parish bulletin announcements
- Manage and maintain the spiritcatholicradio.com website
- Develop and implement creative campaigns to obtain new listeners
- Coordination of special events and community-building programs
- Publication of communication media (newsletter, e-mail, website)
- Write copy and record spots, tributes, and calendar items to promote events
- Create materials and presentations for non-staff speakers (Speakers Bureau)
- Manage the Spirit Catholic Radio mobile app and online player
- Donor recognition and stewardship events/materials
- Volunteer management and recognition
- Monthly Prayer Apostolate newsletter
- Serve on various committees
- Assist with the planning and execution of special events and community-building programs in the parishes, schools and other diocesan venues
- Creates surveys and utilizes results to direct campaigns
- Other duties as assigned

QUALIFICATIONS: Practicing Roman Catholic with a deep love for the Catholic faith and faithful to the Magisterial teachings of the Church. Ideal candidate has 5 years of experience in public relations, marketing or development for a faith-based organization.

Outstanding interpersonal and communications skills both oral and written, with an ability to effectively relate to donors and create/establish relationships through highly professional and ongoing communications.

Highly organized, with a track record of working in a multi-task environment. Must work well in both a team environment and on an independent basis. Must be able to work under pressure and adhere to deadlines.

Must have strong computer skills (Adobe Creative Suite: InDesign, Photoshop; Microsoft Word, Excel, Publisher, Outlook), project management skills, and be extremely detail oriented. Basic video production knowledge a plus.

Strong supervisory skills to oversee community engagement staff and that volunteers accomplish assigned projects.

Must be willing to work some evenings and weekends.

SALARY: This is a full-time management position. Annual salary depends on experience. Excellent benefits including medical, dental, vision, ADD, LTD, life insurance, 401k matching, paid vacation and holidays.

TO APPLY: Apply online at spiritcatholicradio.com/careers and upload your resume and letter of interest, salary requirements and three references or mail to:

Jim Carroll, Executive Director
Spirit Catholic Radio
13326 A Street
Omaha, Nebraska 68144

or fax to (402) 571-0833

Due to the large volume of inquiries concerning employment opportunities received, we are unable to respond to all inquires. Only those who meet minimal requirements need apply. Only those candidates Spirit Catholic Radio plans to interview will be contacted.

All résumés and general inquiries will be retained for a maximum of 1 year.