

Job Title: Media Consultant
Employer: Our Lady of Pompeii, Lancaster NY
Part Time, Hourly
Temporary to Hire

Primary Function: The Media Consultant is responsible for optimizing, maintaining, monitoring and leading the platforms on any marketing strategies carried out in them: website, Facebook, Twitter, Instagram, TikTok, YouTube, or other social media

This position reports to the Director of Pastoral Ministry

Responsibilities:

- Website – content optimization and stimulation, improvements within the website structure: functionality, usability, navigation by users. Developing and launching a mobile version. Measurements, monitoring and follow-up of results
- Develop, maintain and manage Parish Website and Mobile App, keeping it updated and user friendly.
- Coordination and management of press and communication tasks – contents, interviews, website news, etc.
- Email marketing – development, creative input, running, results and campaigns
- Collaborate and engage with leaders across parish ministries and staff; participate in parish staff meetings
- Create various media types of ads and flyers to support ministries. Work with external vendors on marketing materials for various ministries, including printing needs, newspapers ads, radio, etc
- Develop and maintain branding guidelines and Communication Guidelines for Parish publications and ministries.

Special Requirements:

- Preferred degree – Bachelor's in journalism, communications, public relations or marketing
- Experience - At least 2 years employment in the communications field
- Knowledge of social media tools and techniques and active participation in a wide variety of social media activities
- Creativity, quantitative analysis and project management
- Maintains excellent writing and language skills
- Computer skills with specific ability in MS Word, Excel, PowerPoint and Publisher; Canva or other design software
- Ability to be a team player with the confidence to take the lead and guide other employees when necessary
- Ability to listen, respond, ask questions and engage with our audience

Other duties as assigned by the Pastor