



Diocese of Fort Worth Position Description

Position: Communications Specialist

Date Revised: October 29, 2018

Reports to: Communications Director

Location: The Catholic Center
800 West Loop 820 South
Fort Worth, Texas 76108-2919
www.fwdioc.org/employment

The Diocese of Fort Worth, Texas includes 90 Parishes, 1 Mission, and 19 schools. It stretches from Quanah, Texas just northwest of Wichita Falls in the West and extends to Penelope, Texas in the Southeast. Its largest metropolitan areas are Fort Worth, Arlington, Denton, and Wichita Falls. It has approximately 914,556 Catholics in the Diocese, including 108 Priests, 86 Deacons, and 77 Sisters. The principal duty of all employees is to assist in the mission of the Catholic Diocese of Fort Worth, Texas.

General Position Summary: The Communications Specialist is diverse in skills and will have responsibility in multiple areas such as; Social Media Manager, Graphic Artist and Videography. This position will assist with the enhancement of the robust Communications Department web and social media communications. This team player will collaborate with members of the diocesan communications team as well as leaders of the various diocesan ministries who seek assistance.

Principal Accountabilities:

- The specialist will develop, maintain and enhance social media communications, including blogs, electronic newsletters, social media campaigns and other digitally-produced materials.
- Produce videos for use in social media, in the digital North Texas Catholic and some general diocesan video needs.
- Identify for diocesan clients target audiences and the most effective way to digitally communicate information to these audiences.
- Write, shoot video, edit and post content on digital media, with an understanding of best techniques for search engine optimization (SEO). The specialist will be responsible for ensuring that individual diocesan ministries are cross-marketed on all appropriate social and digital media sites.
- Collaborate with Communication Department team members, Program Directors and Department heads to develop print communications such as icons, flyers, brochures, and posters and digital graphics for the website, social media and other digital communications avenues in order to communicate the information about the Diocese and North Texas Catholic.
- Help inform and guide diocesan staff on how to grow and better reach audiences on social media.
- Develop ideas and concepts to provide visual solutions for videos.



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- Tape conferences, interviews and events such as special Masses. This entails being involved with setting up and operating cameras, as well as lighting and audio.
- Responsible for all other projects, tasks, etc., as assigned.

Typical Decisions and/or Recommendations Made in This Position:

- The manager will create and manage digital communications campaigns for the Communications Office as well as for diocesan ministries as needed.
- The manager will coordinate with the Communications Office to accompany communications, digital campaigns and videos.
- The manager will be responsible for shooting, editing and placing video on diocesan communications channels about diocesan activities and ministries.

Supervision Given and/or Received:

- The manager will work with the communications direction, the web master and the editor of the North Texas Catholic to determine which projects to undertake and what the communications message that will be captured.
- When working with diocesan ministries, the head of the ministry will have final approval authority over all campaigns.

Internal Contacts:

- Communications Director

Working Conditions and/or Physical Requirements:

- This position works in a typical office environment, but is subject to stress due to the evolving and quickly expanding business needs, tight deadlines and heavy workloads.

Travel Requirements:

- Willing to do some traveling within the 28-county area of North Texas which the Diocese covers.

Education and Experience Preferred:

- A bachelor degree in communications, videography, graphic art or some related field.
- A minimum of three years of experience preferred.

Knowledge and Skills Preferred:

- A deep understanding of the Catholic faith
- A practicing, orthodox Catholic in good standing with the Catholic Church and respectful of its teachings.
- Proficient on social media platforms such as Facebook, Instagram, YouTube and Twitter, as well as best practices, paid campaigns, and analytics a plus.
- Sound knowledge of video production and editing.



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- Strong design ability in both printed and digital formats with a solid understanding of grid theory.
- Current with design trends, but realistic and tasteful with their application in a Church setting.
- A team player, collaborative thinker, but also self-motivated with a good work ethic.
- An attention to detail, with excellent communication and organizational skills.
- Excellent command of the English language, grammar, and punctuation.
- Fluency in English and Spanish preferred.
- Located in the Dallas-Fort Worth Metroplex.
- Flexible schedule as some nights and weekends may be

FLSA Designation: Exempt

<hr/> <p>Position Description Approved By</p>	<hr/> <p>Date</p>
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Please Be Advised... The position, as outlined above, is subject to change as the needs of the Diocese of Fort Worth change. However, any and all changes will be communicated in advance to the incumbent(s) as is necessary and practical. All questions, concerns and/or requests for revisions concerning this position should be directed to the Director of Human Resources of the Diocese of Fort Worth and must be approved in advance before any requests for changes are incorporated in this position.