

**St. Thomas More Catholic Church
Archdiocese of Galveston-Houston**

**Job Description
Director of Communications and Marketing**

Primary Function:

The Director of Communications and Marketing implements, monitors and evaluates marketing communications strategy, including advertising, promotions and public relations to maximize the positive exposure of St. Thomas More Catholic Church and Parish School in the local community. This position will report directly to the Pastor. St. Thomas More Catholic Parish is a vibrant church and school community located in Southwest Houston and serves over 4,000 families in the Archdiocese of Galveston-Houston. This position is a full-time, 12-month, benefits eligible position.

Essential Functions:

- Work with the Pastor and Principal to set the vision and goals for the communication and marketing strategies for the parish and the school.
- Develop relevant marketing campaigns and content topics to reach the parishioners and other people in the local community, both electronically and in print.
- Manage, oversee and update the website regularly.
- Manage social media marketing campaigns and day-to-day activities.
- Manage and oversee the weekly “email blasts.”
- Manage and oversee the weekly parish bulletin.
- Create and manage all published content on Facebook, Instagram and YouTube.
- Design, create and manage promotions and social ad campaigns, making sure to integrate these with the overall goals of the parish.
- Help maintain and analyze key metrics in the parish database system.
- Work collaboratively with other parish and school programs to ensure an integrated approach to the parish’s marketing efforts.
- Fully initiated and active Roman Catholic who knows and embraces the faith and the teachings of the Catholic Church, bringing a prayerful and joyful presence.
- Bachelor’s Degree in Marketing or Public Relations or equivalent experience.
- Willing to comply with all Archdiocesan requirements.

Interested candidates should send a cover letter, resume, references and salary requirements via email to csample@stmhouston.org.