

Marketing & Communications Coordinator

St. Anthony of Padua Catholic Church

The Woodlands, Texas

JOB RESPONSIBILITIES:

Website and Digital Presence Management:

- Implement branding guidelines across all media platforms, both digital and print.
- Manage and operate all social media platforms (Facebook, YouTube, Vimeo, Twitter, Instagram) with a quick response time to all messages.
- Operate and update the parish website with a focus on efficiency, cleanliness, and usability for all parishioners, regardless of their technical prowess.

Content Creation and Marketing:

- Create and plan a quarterly calendar for marketing and promotion of parish events.
- Create engaging and creative content for the parish, including social media graphics, video series, timely parish updates, podcasts, push notifications, and more.
- Create video content for education, edification, and enjoyment of parishioners, including priestly updates, event information, and fundraising drives.
- Write and print weekly pulpit announcements for Sunday Masses in both English and Spanish.
- Manage and create posters and signage on campus.
- Manage and update content for digital bulletin boards.
- Create and manage the weekly email newsletter to parishioners.
- Work with ministry leaders and staff members to promote their ministries and assist with formatting and graphics.
- Ensure departmental presence at significant parish/ministry events for purposes of marketing content.

Photography and Videography:

- Provide photography and videography at parish events and liturgies, while maintaining organized files.
- Manage parish video and photo library to provide clear resources for both parish staff and parishioners seeking teaching videos, funeral recordings, homilies, or liturgies.

General Duties:

- Ensure electronic mail and voice messages are responded to promptly, with a goal of 24 hours.
- Operate in a manner that promotes innovation and stay abreast of the newest trends in audio/visual/social media.
- Attend all staff meetings and communication meetings.
- Position activities are not limited to the contents of this job description; other reasonable job requests will be met.

All resumes and cover letters should be sent to employment@ap.church