

Catholic Archdiocese of Edmonton Position Description

Position Title	Communications Coordinator	Portfolio	Mission Advancement
Supervisor	Communications Lead	Direct Reports	N/A
Salary Band		Last Updated	April 20, 2022

Job Purpose

The Communications Coordinator advances the mission of the Church by approaching all communications and engagement as trust-building, relationship-oriented endeavours. The incumbent uses audience-centred communications, compelling storytelling, and strategic, creative use of media to share the mission with internal and external stakeholders. The Coordinator creates, implements, and evaluates robust, integrated communications plans, aligned with organizational priorities and in partnership with colleagues within the Archdiocese. The incumbent provides practical solutions to communications challenges, monitors trends that impact the mission, and assists with crisis communications. In all instances, the Coordinator crafts communications that are mission-inspired. The Archdiocesan missionary culture is a communion of disciples of our Lord and Saviour Jesus Christ. Transformed by His truth and love, employees find hope and joy by living His Word.

Critical Accountabilities

Major Activities	Outcomes	Primary Relationships
Key Result Area Creates communications that cultivate trust		
Creates mission-inspired, evidence-based, consultative, and creative internal and external communications plans Supports the achievement of short, mid, and long-term communications goals aligned with strategic priorities Fosters creative solutions to communications challenges Identifies and delineates stakeholders ensuring communications are focused and targeted Creates meaningful, relevant positioning messages, including facts and calls to action Uses effective communications to connect the Gospel and Catholic teaching to social trends and issues Supports issues management and crisis communications	Evidence-based communications plans Short term, mid-term, and long term communications goals Communications that directly connects to the mission of the Church, builds trust and, models openness Creative communications Regular, relevant communication with stakeholders	Colleagues Clergy St Joseph Seminary leaders and administrators Newman College leaders and administrators External contacts
Key Result Area: Crafts and evaluates content that fosters connection and engagement		

Major Activities	Outcomes	Primary Relationships
<p>Identifies and amplifies human interest stories that express the mission and deepen connection to Christ</p> <p>Participates in editorial content planning, bringing recommendations based on trends and issues</p> <p>Creates content for a variety of traditional, social, digital, and emerging communications channels and platforms</p> <p>Interviews, writes, photographs, and creates videos to develop content for traditional, digital, and social media</p> <p>Discerns sensitivities in stories and communications, responding with a mission-focus</p> <p>Researches and models best practice communications</p> <p>Monitors and evaluates traditional, digital, and social media</p> <p>Uses analytics to inform content for traditional, digital, and social media platforms</p>	<p>Effective use of communications tactics, channels, and platforms</p> <p>Content creation based on informed analytics</p> <p>Short, mid, and long-term editorial storyboard</p> <p>Proactive content connected to trends and issues</p> <p>Excellent storytelling</p> <p>Effective discernment on sensitivities</p>	<p>Colleagues</p> <p>Clergy</p> <p>St Joseph Seminary leaders and administrators</p> <p>Newman College leaders and administrators</p> <p>External contacts</p>

**Key Result Area:
Promotes collaboration and teamwork**

<p>Builds trusting relationships among colleagues</p> <p>Models and promotes collaboration</p> <p>Works through conflict, effectively addressing interactions that negatively impact the ability to advance the mission</p> <p>Stewards resources wisely</p> <p>Identifies gaps in own abilities and works to alleviate them</p> <p>Maintains currency of skills and knowledge, continually deepening understanding, honing expertise, and growing as a leader</p>	<p>Deepened connection to the mission of the Church</p> <p>Culture of trust and collaboration</p> <p>Strong sense of team</p> <p>Respectful, functional team dynamics</p> <p>Effective conflict resolution</p> <p>Professional and personal growth</p> <p>Effective and efficient use of resources</p>	<p>Colleagues</p> <p>Collaborators</p> <p>St Joseph Seminary leaders and administrators</p> <p>Newman College leaders and administrators</p> <p>External contacts</p>
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Key Areas of Independent Decision-Making

- Fostering trusting, collaborative relationships with internal and external stakeholders
- Building, implementing, and evaluating creative communications plans aligned with priorities
- Identifying short, mid, and long term communications goals
- Determining content for internal communications
- Researching, writing, and editing content and stories
- Prioritizing projects within purview
- Identifying issues that are larger than the portfolio and must be escalated for resolution
- Developing budget and operating within it, as appropriate

Consequences of Error

Inaccurate content may impact reputation and trust.

Inadequate prioritizing could result in inability to meet planning milestones and goals.

Inability to implement communications plans could result in misinformation and set-backs.

Lack of understanding or discernment of issues may result in errors impacting stakeholder trust and engagement.

Qualifications

Education

Earned degree or diploma in communications, public relations, social sciences, or journalism, required

Designation, or eligibility for designation, in a well-recognized related professional association, preferred

Combination of education and experience considered

Knowledge of the catholic faith and community an asset and strongly preferred

Experience and Abilities

- Minimum three - five years in progressively responsible communications roles
- Demonstrated experience with successful communications in a not-for-profit environment
- Demonstrated ability to cultivate trusting, sustainable relationships with internal and external stakeholders
- Demonstrated success in achieving communication goals
- Experience creating content for traditional and new communications tactics, channels, and platforms
- Experience with using evidence and analytics to make informed decisions
- Understanding of issues management and crisis communications
- Natural self-starter with initiative
- Creative and solutions-oriented
- Critical thinking, judgement, and discernment competencies
- Excellent verbal and written communication skills
- Ability to manage multiple projects
- Sensitivity and understanding of every individual as an inherently sacred child of God

Additional Notes

- This position will likely include evening and weekend work
- This position may include travel throughout the Archdiocese

Review and Approval

	Name	Date	Signature
Prepared by			
Reviewed by Human Resources			
Approved by Senior Lead			
Shared with Employee			