



Mount St. Scholastica

TITLE: Social Media and Digital Communications Manager
DEPT: Communications Team
REPORTS TO: Prioress

SUMMARY:

The Social Media & Digital Communications Manager will be responsible for the planning, creation, and execution of Mount St. Scholastica's digital communications. This position is responsible for updating, maintaining, and creating content for our organization's website. This role will work to ensure that messages and brand are consistent across all online and social platforms while building and measuring engagement with our audience on social media. This position will work closely with the Communications Team to produce fresh and engaging content that tells the Mount St. Scholastica's story within the scope of an integrated communications strategy.

PRIMARY RESPONSIBILITIES

- Serve as the online voice of Mount St. Scholastica, a Benedictine monastic community of approximately 100 sisters and more than 150 years of history.
- Serve as technical expert for Mount website, troubleshooting perf problems, reviewing statistics, and monitoring analytics.
- Manage outbound and inbound messages across multiple digital and social media communications channels, including the Mount's website, email, Facebook, Twitter, mobile app, and other platforms.
- Work with the Communications Team to produce fresh and engaging content – including video, photos, and articles– that tell the Mount's story to relevant audiences in the online realm.
- Monitor the online conversation and respond to feedback in a timely fashion with the appropriate voice and tone.
- Maintain a Community editorial calendar to ensure that content is being developed, produced, and distributed on all media channels.
- Coordinate and create content for our annual fundraiser, including save the date, website announcements, and videos to be shown at the event.
- Identify opportunities to connect with individuals and organizations in the broader online Catholic world and raise Mount St. Scholastica's profile as a unique and vibrant Community worthy of notice.
- Use emergent digital and social media channels to attract potential vocations and educate them about the religious life.
- Educate and train interested members of the Community in their own use of social media to expand their reach and influence.
- Coordinate with the Communications Team to develop an integrated communications strategy that includes print and digital media.
- Design *Threshold*, and twice yearly print magazine

POSITION REQUIREMENTS

- Bachelor's degree in marketing, communications or related business area required.
- 3+ years of experience in social media/digital communications, including producing content for the web.
- Exceptional writing and storytelling skills using multiple media.
- Experience in use of a web CMS such as WordPress.
- Proficient with Adobe products such as In Design, Photoshop, Premiere Pro, or other video-editing software, Microsoft Word or other word-processing software, Microsoft Power Point, Microsoft Excel or other spreadsheet software.
- Ability to produce a variety of short videos that accurately reflect our lifestyle, values, and personality.
- Experience in use of a DSLR camera.
- Comfortable working with html.
- Passion for using and staying current on social media to build excitement for good causes.
- Ability to set and measure goals and report on successes as well as areas for improvement.
- Ability to thrive in a faith-based and open-minded work environment.
- Excellent organizational skills and attention to detail.
- High ethical standards