POSITION DESCRIPTION

Position Job Title: Director of Communications and Public Relations
FTE: 1.0
Reports To: Chief Operating Officer (COO)
Direct Report: Communications Coordinator
FLSA Class: Exempt

Employee Name: 
Date of Hire: 

About the Society of the Sacred Heart

Society of the Sacred Heart, United States – Canada, is part of an international congregation of Catholic women religious. Founded in 1800 by Saint Madeleine Sophie Barat, the Society of the Sacred Heart has more than 1,800 members in provinces in 41 countries. Members of the Society are known as Religious of the Sacred Heart or RSCJ, and participate in the mission of the Catholic Church through the service of education.

Religious of the Sacred Heart in the United States – Canada Province (USC), include teachers, administrators, lawyers, nurses, doctors, artists, writers, therapists, pastoral counselors, spiritual directors and social workers. Members can be found in a wide variety of ministries and settings, including universities, secondary and elementary schools and popular education centers; in hospitals, shelters, parishes, retreat centers and prisons. You may wish to visit our Province website at www.RSCJ.org or our International website at www.rscjinternational.org.

Job Summary: This position requires a self-starting, creative, problem solving and collaborative individual. The Director will increase awareness and understanding of the mission of the Society of the Sacred Heart, USC Province. This individual is responsible for the implementation of the strategic communications plan for the Province. Through collaboration with ministry partners, this individual will participate in developing and implementing communication plans; coordinate, produce and maintain the quality of province publications; engage consultants and vendors; and offer communications and public relations counsel as needed to the Provincial Leadership Team and members of the province. The Director supervises one employee, the communications coordinator. The Director also works closely with the Mission Advancement department in coordinating fundraising and stewardship communication pieces. The Director is responsible for the production of the Province’s “Heart” magazine, the annual report and various e-newsletter publications. The individual reviews all communication coming from the Provincial Office and the Provincial Leadership Team for messaging, branding and strategic purposes.
**Essential Functions:** Collaborate with the Provincial, COO, Mission Advancement department and other ministries, such as Oakwood, an eldercare facility; and Stuart Center, a ministry center in Washington, D.C. to enhance and communicate effectively with constituents the knowledge and understanding of the mission of the Society.

- Preferred to be bilingual and fluent in Spanish.
- Able to produce, design and prepare communication pieces, including a biannual magazine, from start through mailhouse processing.
- Display knowledge of best practices in public relations, social media and media production, and oversee and direct the Province’s use of these strategies.
- Collaborate with the Vocations ministry; Office of Justice, Peace and Integrity of Creation (JPIC); Stuart Center; Conference of Sacred Heart Education; and Network of Sacred Heart Schools to ensure consistency of messaging with provincial communications and social media.
- Ensure the Province website is accurate, current, compelling, visually exciting and coordinates with other external communication, as implemented by the Communications Coordinator.
- Work with other organizations and committees to share stories of women religious.
- Have knowledge and understanding of current world events that impact the mission of the Society. Have knowledge and understanding of Catholic social issues and teachings, including but not limited to racism, immigration and the climate crisis, and consult with JPIC Director, Chief Operating Officer and Provincial Leadership Team, as needed, to draft various statements about current events for Provincial Leadership Team.
- Have knowledge of and disseminate Society/Province information and news to the public in both secular and religious media.
- Serve on various Society committees regarding communications and interact and be a liaison for international communications with the General Council (Mother House), the Philippine Duchesne Region and the International Web weaver.
- Represent the Society in professional organizations: Communicators for Women Religious (CWR) and attend the organizations’ annual national conference, when feasible; Communicators for St. Louis Sisters (CSLS) and attend its monthly meetings and participate in collaborative projects.
- Administer the budget for the communications office.
- Perform other projects and responsibilities as requested or required.
- Supervise communications coordinator.

**Job Requirements and Qualifications:**

- Must have a bachelor’s degree in communications, English, marketing or journalism. A master’s degree is preferred.
- Position requires 10-15 years experience in effective communication management (including diverse public relations issues) and in supervising employees, suppliers and volunteers.
- Must have or be able to quickly acquire knowledge and understanding of the Society’s mission, structure, policies and procedures.
- Preferred to be bilingual in Spanish.
- Excellent verbal and written communications skills and effective presentation skills.
- Understand Catholicism (history, ritual and current events) and have experience with
religious or other nonprofit organizations.
- Must be able to write articles, create publications and edit the work of others.
- Must be experienced in process facilitation, change management, promotional media and program development.
- Must have the ability to select and implement the correct mix of communication methods based upon audience and issue.
- Must be proficient in Microsoft Office (Word, Excel, PowerPoint), Photoshop and InDesign.
- Must understand best practices in social media, including, for example, Facebook, Twitter, LinkedIn and Vimeo.
- Must have knowledge of videography, photography, layout and design.
- Must have availability to travel.
- All job duties are expected to be completed in accordance with the mission and values of the Society of the Sacred Heart.
- Willingness to travel and some weekend work, occasionally, to ministries and other locations for meetings and photo needs.
- Ability to handle confidential material and situations with discretion, integrity and sensitivity, while balancing the community’s desire for openness and transparency.
- Experienced in budgeting and financial management oversight.
- High degree of interpersonal relations skills and capability of relating to a variety of people and personalities. Considerable initiative, judgment and leadership skills.
- Excellent analytical, organizational skills and ability to think creatively.
- Ability to build and maintain positive, collaborative relationships with colleagues and constituents.
- Commitment to diversity.
- Team-player with a strong customer-service orientation.
- Possess valid state driver’s license.
- Perform other duties as assigned.

Other Information: The statements contained in this job description reflect the general details necessary to describe the principal functions of this job, the level of knowledge and skill typically required and the scope of responsibility. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absences or relief, to equalize peak work periods or otherwise to balance the workload.

Physical requirements:

1. Must be able to walk and get around the office and various off-site locations.
2. Able to carry items that are not more than 25 pounds and to move heavy objects on carts.
3. Able to sit for long periods listening to others.

The following sensory and physical requirements have been rated by the amount of time which they necessitate.
### Sensory Skills

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<thead>
<tr>
<th>Sensory Skills</th>
<th>Never Not Required</th>
<th>Rarely Less than 10% of time-up to 48 min</th>
<th>Occasionally Up to 33% of time - up to 2 1/3 hours</th>
<th>Frequently Up to 66% of time - up to 5 ½ hours</th>
<th>Continuously 67-100% of time - up to 8 hours</th>
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<td>Speaking</td>
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<td>Hearing</td>
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<td>Smelling</td>
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<td>Tasting</td>
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### Physical Skills

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<th>Continuously 67-100% of time - up to 8 hours</th>
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<td>Standing</td>
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<td>Sitting</td>
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<td>Walking</td>
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<td>Balancing</td>
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<td>Climbing</td>
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<td>Crawling</td>
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<td>Crouching</td>
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<td>Fine Motor Skills</td>
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<td>Grasping</td>
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<td>Kneeling</td>
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<td>Lifting</td>
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<td>Pulling</td>
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<td>Pushing</td>
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### Unassisted Lifting and Carrying

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<th>Lifting/Carrying</th>
<th>Never Not Required</th>
<th>Rarely Less than 10% of time-up to 48 min</th>
<th>Occasionally Up to 33% of time - up to 2 1/3 hours</th>
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<th>Continuously 67-100% of time - up to 8 hours</th>
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<td>Under 10 lbs.</td>
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Exposure Observations: The duties of this position entail Category III occupational exposure. This means that the regular duties of this position do not involve exposure to blood-borne pathogens. Hand washing, however, is still recommended as a precautionary measure.

Compensation: This is an exempt position. The Society of the Sacred Heart, United States – Canada Province is committed to attracting and retaining outstanding employees through a competitive compensation and benefits package.

To apply, please send your resume and cover letter by email to Antonia Ponder at aponder@rscj.org with Director of Communications in the subject line. If you have an online portfolio of your work, please include that as well.

The Society of the Sacred Heart, United States – Canada Province believes that each individual is entitled to equal employment opportunity without regard to race, color, age, disability, national origin, gender, sexual orientation, marital status, ancestry, genetic information, citizenship, veteran status, or any other class protected under federal, state or local laws.

As a faith-based institution, we reserve the right to use religion as a criterion in hiring decisions, as permitted by law, as it relates to performing essential job duties.