

**Ukrainian Catholic Episcopal Corporation of Western Canada
(Eparchy)**



Position Title: Eparchial Communications Specialist – March 2024

Position Description: Manage all communications related areas including: website, social media and promotions of eparchial programs/initiatives/events

Accountable To: Director of Finance

<p>Type of position: <input checked="" type="checkbox"/> Full-time Salary <input type="checkbox"/> Part-time Salary <input type="checkbox"/> Full-time Hourly <input type="checkbox"/> Part-time Hourly</p>	<p><input type="checkbox"/> Temporary expiry date: current</p>	<p>Primary Location: Pastoral Centre Offices</p> <p>Travel: May require some travel within Edmonton</p> <p>Salary Range: \$45,000 to \$52,000 depending on experience.</p>
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Description: Responsible for implementing the Eparchy’s communications strategy for the benefit of parishioners, parishes and other stakeholders both within and outside the Eparchy. Most of the Communications Specialist’s role is to support the eparchial bishop and ministries in sharing information and developing and promoting programs. Included in the portfolio is managing website(s), associated applications, and social media sites. This position supports all ministries including those within the Pastoral Centre, Camp Oselia, Cemeteries, eparchial organizations, and parishes.

Key Objectives	Responsibilities	Contacts
Communications/ Marketing	<ul style="list-style-type: none"> • Strategic Support: Provide communication expertise and tools to ministries, parishes, and eparchial organizations, facilitating outreach to targeted audiences through mediums such as eblasts, blogging, and videos. • Promotional Material Development: Create promotional materials to effectively market and raise awareness of eparchial events and programs, ensuring alignment with organizational objectives and messaging. • Communication Strategy Implementation: Execute the communications strategy for the Eparchy, regularly updating it to address current needs and maximize its effectiveness in reaching and engaging stakeholders with a focus on continuous growth and innovation. • Fund Development Support: Assist in supporting eparchial fund development programs by providing marketing strategies for implementation, helping to drive donations and financial support for the organization's initiatives. 	Director of Finance Ministry Directors

Website Management	<ul style="list-style-type: none"> • Continuous Improvement: Oversee and manage existing Wordpress websites such as Eparchy of Edmonton, Camp Oselia, and Cemeteries, emphasizing ongoing enhancement and optimization to ensure they remain dynamic and relevant platforms for communication. • Performance Monitoring and Maintenance: Vigilantly monitor website performance, addressing issues such as code compatibility, broken links, and image errors. Regularly update products and plugins to maintain functionality across various browsers and platforms. • Traffic Generation and SEO: Develop and implement strategies to boost website traffic, utilizing search engine optimization (SEO) techniques to improve visibility and reach. Analyze performance metrics to assess effectiveness and refine strategies accordingly, ensuring maximum online presence and engagement. 	Director of Finance Ministry Directors
Technology Support	<ul style="list-style-type: none"> • Recommend and support software products to further projects and initiatives of the Eparchy • Support the onboarding and management of the Image to Likeness Religious Education Curriculum (Kindergarten to Grade 12) 	
Video creation & edition	<ul style="list-style-type: none"> • Support video production (primarily for communication) including recording, editing and posting of videos • Monitor any third-party video providers to ensure quality and timeliness of videos meet with eparchial standards 	Bishop Ministries
Social Media Management	<ul style="list-style-type: none"> • Content Creation: Develop and curate engaging content tailored to the Eparchy's messaging and values for social media platforms, ensuring consistency and alignment with organizational goals. • Strategic Management: Set up and manage social media posts on behalf of the Eparchy, implementing posting schedules and content plans to effectively showcase the Eparchy's activities, events, and initiatives. • Increased Presence: Actively work to expand the Eparchy's presence on social media platforms through strategic content deployment, community engagement, and outreach efforts aimed at increasing followership and fostering meaningful connections with the audience with an expectation of channel growth. 	Bishop
Other related duties	<ul style="list-style-type: none"> • Perform other duties and special projects as requested 	

Education and/or Experience:

- Completion of post-secondary studies in marketing/communications, &/or web development and design
- Experience with social media management is an asset

- Experience with graphic design is an asset

Knowledge:

- Appreciation of and respect for religious organizations/not-for-profit societies
- Understanding of relationship management as it refers to pastors, parishioners and newcomers to our Church

Abilities:

- Excellent oral communication and excellent written skills
- Excellent interpersonal skills and works well with a variety of individuals
- Working knowledge of Ukrainian is an asset
- Self-starter with the ability to organize and prioritize work according to the needs of the Eparchy
- Ability to be sensitive to and maintain strict confidentiality

Personal Suitability:

- Active Catholic faith life and abides by the teachings of the Catholic Church. In some cases, this requirement may be satisfied by a person who has some knowledge of the Catholic faith and is willing to function in a manner consistent with the mission of the Catholic Church
- Attitude of service, honesty, acts with integrity
- Possesses patience, flexibility, adaptability and a sense of humour
- Trustworthy, makes sound judgments, seeks counsel of others
- Undertakes lifelong learning

The position is full-time and includes a benefit package after the waiting period is successfully completed.

Please submit your application letter and resume to communications@eeparchy.com