

Public Relations Director
The Province of St. Joseph of the Capuchin Order - Detroit

Inspired by the gospel of Jesus and the example of Francis of Assisi, the Capuchin friars of the Province of St. Joseph, together with our partners in ministry, prayerfully build sister-brotherhood in the world. We attend simply and directly to the spiritual and other basic human needs, especially those of the poor and disenfranchised, promoting justice for all.

The Province of St. Joseph of the Capuchin Order, is currently seeking a Public Relations Director. The Public Relations Director is responsible for communicating the mission, vision, and values of the Province of St. Joseph of the Capuchin Order to the media and the public in general, unifying our brand across all print and digital channels.

Essential Duties include:

- Demonstrate, exemplify and support the Capuchin Charism and Provincial Mission, Vision and Values throughout all professional responsibilities and activities
- Provide all media (newspapers, TV, radio, web, etc.) with notices of upcoming productions, newsworthy events and advertising
- Acts as spokesperson for the organization with the approval of the Provincial Council
- Prepare and post press releases regarding issues involving friars and ministries of the Province, or others affiliated with our ministries
- Create and implement PR communication plan for the entire Province
- Build, foster long-term relationships with various public groups, including media, members of the local communities, public affairs offices and other organizations
- In collaboration with Information Technology, establish policies and standards to address the content, graphics, and the programming and security issues related to a Provincial web site
- Develop, maintain and evaluate the web page quality, integrity of content, and use and usefulness of the web page
- Track digital metrics across all channels to capitalize on areas where we attract the most interest and to develop those where we have yet to engage our audience
- Plan and oversee the process to create video productions, digital and media materials from conception through distribution and publication
- Responsible for evaluating the content and coordinating the efforts of various provincial ministry publications and websites to ensure consistency of message
- Work as part of the Province Crisis Management team

Qualifications: Minimum of 5 years working in Public Relations position and a minimum of 2 years experience in a non-profit environment. Bachelors degree in Public Affairs, Journalism, Media or a related field. Must be someone with an in-depth understanding of the Catholic Social Teaching OR a continual learner and a willingness to work towards an in-depth understanding of Catholic Social Teachings and Catholic moral doctrine. Must possess ability to protect confidential information. Effective interpersonal skills with ability to function in a collaborative environment required. Required ability to represent the organization effectively in diverse settings.

The Review of resumes will begin immediately. Please send letter of interest and resume to: employment@thecapuchins.org Please include "Public Relations Director" in the subject line.

Or mail to:
Attention: Human Resources
Public Relations Director
The Province of St. Joseph of the Capuchin Order
1820 Mt. Elliott Street
Detroit, MI 48207