

## Communications Specialist – Part-Time/Temporary

### The Province of St. Joseph of the Capuchin Order

*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 is currently seeking a part-time (about 10 hours per week), temporary (less than one year) Communication Specialist to be based in their Detroit office to create, develop and deploy written, visual and other forms of communication content for distribution across social, web, print and traditional media.

#### Essential Duties and Task Include:

- Demonstrate, exemplify and support the Capuchin Franciscan charism throughout all professional responsibilities and activities
- Execute the Provincial and ministry social media strategies, coordinating with ministry directors and key ministry personnel to ensure effectiveness and encouraging adoption of relevant social media techniques into the Province culture and into all of the ministries' communications
- Work with the Public Relations, Communications, Vocations and Development teams to implement latest social media practices as tools and channels evolve
- Contribute to social media campaigns and day-to-day activities including fresh web content, email blasts, and social media postings.
- Become an advocate of the Province in social media spaces, engaging in dialogues and answering questions where appropriate
- Monitor effective benchmarks for measuring the impact of social media programs, and analyze, review, and report on effectiveness of campaigns in an effort to maximize results
- Regularly feedback insights gained from social media monitoring to Marketing Communications/PR and Development teams to help them evolve their strategies in a timely fashion
- Monitor and report social media activity and trends
- Assist with drafting and posting of press releases and other written materials

**Qualifications:** Undergraduate degree in communications, marketing, advertising or related field (either completed or in progress); P.R., marketing or community management experience a plus; in-depth knowledge and understanding of social medial platforms; knowledge of principles of DSLR photography, livestreaming video productions and ability to produce and post event photo/videography on a quick turnaround basis; understanding and principles of digital marketing and communication; proof reading and editing to conform to *Associated Press Stylebook* for all public-facing communications; knowledge of the institutions and traditions of the Roman Catholic Church helpful

Hours may vary depending on events and projects within the Province.

Please send letter of interest and resume to [employment@thecapuchins.org](mailto:employment@thecapuchins.org) . Please include Communications Specialist in the subject line.

Or mail to:      Attention Human Resources  
                         Communication Specialist  
                         The province of St. Joseph of the Capuchin Order  
                         1820 Mt. Elliott Street  
                         Detroit, MI 48207