



Deep Faith. Courageous Spirit. Action for Justice.

## **Director of Communications and Marketing Full Time**

### **POSITION SUMMARY:**

The Director serves as strategic advisor/planner for communications and marketing. The Director works collaboratively within the organization to provide and implement a strategic communications/marketing plan with the goal of improved/accurate understanding among IHM internal and external publics that leads to active support of the mission. The Director coordinates the Communications Office, including annual and long-range planning, budget preparation and staff supervision.

### **PRINCIPAL DUTIES AND RESPONSIBILITIES:**

- Direct the overall planning, work and growth of the Communications Office, including strategies to enhance the communications system of SSIHM.
- Responsible for creative staff, website, social media, media relations, advertising and all publications, both print and electronic;
- Maintain the integrity of the IHM Sisters' brand in both design and content; serve as in-house editorial counsel;
- Develop and monitor budgets;
- Member of the Mission Advancement Committee and serve as staff to the Communications Committee;
- Lead a creative team of communications professionals in serving our clients, who include IHM Sisters and Associates, as well as colleagues;
- Maintain a cross-training policy for staff to be able to keep projects moving;
- Provide active media relations support for all departments within IHM and IHM Senior Living Community;
- Oversee major areas of communications, including:
  - o The IHM website – content, visual appearance and site design, vendor relations
  - o Social media
  - o IHM publications – planning, writing, editing, production and distribution.
  - o Materials and promotion for congregational events.
  - o Special reports and projects, general information packet for all IHM publics, etc.
  - o Other work contracted by vendors
- Serve as an active consultant in all aspects of Communications and Marketing within SSIHM

## **QUALIFICATIONS:**

1. Bachelor's degree in communications, marketing, public relations or a related field or equivalent experience required. Master's degree preferred
2. Minimum of three to five years' experience providing strategic communications service for an organization
3. Minimum of two to four years management experience with progressively more responsible managerial duties
4. Ability to learn, understand and support the IHM mission and values
5. Clear and effective communication skills (verbal and written)
6. Creative ability
  - Photography
  - Basic design principles
  - Working knowledge of InDesign and Photoshop
7. Understanding the mission and values of IHM Sisters
8. Ability to use social media effectively
9. The Director must have a demonstrated ability to:
  - a. Act toward others in ways that are consistent with IHM philosophy and values.
  - b. Maintain consistently high customer sensitivity and responsiveness in day-to-day encounters and use practical problem-solving to enhance service provided to others.
  - c. Maintain working hours adjusting as needed based upon work needs, which may include evenings and weekends.
  - d. Identify appropriate opportunities for innovations, develop solutions that are effective to carry out new ideas.
  - e. Follow instructions and established systems and procedures.
  - f. Complete assignments with minimal supervision.
  - g. Understand and observe safety rules and promote safe work practices.
  - h. Practice and promote conscientious, thorough and attention to detail when performing tasks, resulting in accurate, neat and reliable work results.
  - i. Treat all with respect, even during times of disagreement, actively listening and remaining open to other's views.
  - j. Balance the demands of multiple assignments understanding and determining priorities and organizing work in such a way that results are consistently achieved on time and quality service is provided to all.
  - k. Consider the volume of acceptable work accomplished and the efficient use of work time.
  - l. Analyze situations or data, identifying issues and alternatives and apply judgement in reaching decisions that are just and effective.
  - m. Offer assistance to coworkers and others in a supportive, impartial, sensitive, considerate and non-judgmental manner.
  - n. Maintain appropriate professional appearance for this position.
10. Valid driver license and good driving record.
11. Ability to lift, push, pull, bend, stoop and move equipment, supplies, etc. throughout the day as necessary.

12. Ability to speak, read and understand the English language.
13. Possess sight/hearing senses or use prosthetics that will enable these senses to function adequately so the requirements of this position can be fully met.
14. Ability to maintain good relationships with others, regardless of personal preferences.

If you are interested in applying for this position, please submit a resume to Human Resources at [humanresources@ihmsisters.org](mailto:humanresources@ihmsisters.org).