

# DIOCESE OF ERIE

## Position Profile

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**Title:** Multi Media Journalist

**Incumbent:**

**Reports to:** Director of Communications

\_\_\_\_\_  
**Incumbent Signature**

\_\_\_\_\_  
**Date**

**Approved by:** \_\_\_\_\_

Exempt

Non-Exempt

Ministerial

Full Time

Part Time

\_\_\_\_\_

\_\_\_\_\_

Anniversary Date: 7/16/2018

Revision Date:

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### **OBJECTIVE:**

The MMJ plays a key role in the flow of both internal and external information for the Diocese of Erie. He or she is involved in planning, prioritizing and packaging materials for distribution through all digital and social media platforms. This position qualifies as an exempt position under the salary test and the administrative exemption duties test.

### **I. RESPONSIBILITIES:**

- Serve as general news manager for nwpaCatholic.com and as editor of weekly DioceseofEriE-news, including covering and reporting on stories.
- Oversee social media for the diocese.
  - Ensure that Facebook page is growing, reaching new demographics, providing a good mix of inspiration and information, and keeping up with current events. Meet regularly with diocesan offices to review social media presence, and help these offices create and develop their own social media presence.
  - Improve the cross-promotion of activities and outreach throughout the diocese.
  - Oversee Twitter for the diocese as well as Bishop Lawrence Persico, and work with employees of the diocese who can leverage this resource. Improve employee understanding of Twitter and its usage on a regular basis.
  - Develop a diocesan presence on Instagram, possibly Pinterest, and other platforms. Nurture other offices in these areas.
- Create short, basic videos, possibly on a bi-weekly basis, that can be used on social media. The videos will be used to bolster our messages. May have an on-camera presence if appropriate.
- Ensure important national and international stories are getting out on our social media.

- Contribute to the production of content for the diocesan website, especially ensuring the homepage remains engaging and pastoral. Work with web manager to develop ongoing strategies to enhance web and social media presence of diocesan ministries.
- Loosely oversee what's going on in the new myParish app introduced to parishes in the fall of 2017. Work with web manager to promote best practices for parish websites.
- Contribute to writing for *Faith* and other projects as needed.

## II. QUALIFICATIONS:

**Education:** A bachelor's degree in journalism, multi-media journalism, communications, English or related field.

**Experience:** Entry-level position with basic track record as writer and/or editor and/or producer. The MMJ needs to be a self-starter who is informed about the bigger picture within the diocese and looks for opportunities to present news and features in an interesting manner. The Communications Office works to help the bishop in his responsibilities to teach, sanctify the faithful and to govern.

## III. COMPETENCIES:

- Excellent writing skills; familiar with basic AP style
- Strong proofreading skills
- Familiarity and proven digital technology skills
- Detail oriented
- Proven ability to gather news, conduct interviews, create stories on a variety of platforms.
- Familiarity with all social media platforms, Microsoft Office products, digital photo and video technology, including editing.
- Ability to conduct on-camera interviews
- Customer-service oriented
- Able to multi-task, prioritize, meet deadlines cheerfully
- Future oriented, able to foresee potential problems and to propose and carry out solutions in terms of coverage and production.

**Special Requirements:** Must be comfortable dealing with the public, some weekend and evening work, have an interest in, knowledge of and love for the tenets and teachings of the Catholic Church.

## IV. Physical Capabilities

In addition to the creative and technology skills described above, must have the ability to proofread, set up and operate hand-held media and computer devices, digital and visual equipment, conduct on-camera interviews; ability to transport, unload/set up/tear down presentation equipment at varied locations; perform training and make oral presentations as required by this position.

I, \_\_\_\_\_, acknowledge having received and reviewed the above job description. I certify that I am able to perform the essential functions of this job, with or without accommodation.