

Communications Strategist Candidate Guidelines



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St. Mary's Cathedral, founded in May 1858, is a house of prayer for all people dedicated to social transformation and Gospel change. We are a robust faith community in the Episcopal tradition located on the edge of downtown Memphis, Tennessee in the heart of the Medical District. Beautiful things are always emerging around and among us. It is our hope that all who enter the doors of St. Mary's have a spiritual encounter – a communion in the holy in which we always abide. For more information, please visit www.stmarysmemphis.org

The **Communications Strategist** will be the principal storyteller of St. Mary's Cathedral, both internally and externally. This position creates, coordinates and oversees all internal communication to inform the parish of the ministries, programs and people of the Cathedral that make St. Mary's a vibrant faith community. This position also creates, coordinates and oversees efforts to present a clear, unified and targeted external message across appropriate communication media throughout Memphis metro area to promote the ministries, programming and people of the Cathedral that make St. Mary's a "house of prayer for all people."

Working with clergy, staff, and members, this position will develop ways to promote a sense of community inside the parish; interview parishioners for communication pieces; share historical facts from St. Mary's 160 years of ministry; and inform about the many

opportunities to serve, volunteer, and financially support the Cathedral, among other ideas.

Essential Responsibilities of telling St. Mary's Cathedral story include:

- Monitor and update the Cathedral website
- Create a social media strategy and calendar
- Compile, edit, design and send weekly electronic newsletter
- Construct and edit all bulletins – Sunday, Wednesday, and special services
- coordinate photography and video recordings of Cathedral happenings
- Promote events through posters, flyers, digital marketing and press releases to media
- Other duties as assigned

Qualities needed:

Strong written and oral communication skills, good photography skills, full knowledge of digital layout and design, convincing social media and marketing skills, flexible hours, self-starter, experience with interviewing people, a love for historic and robust faith communities. Familiarity with Episcopal liturgy a plus.

Position posted May 1 and open until filled. This is a part-time position with benefits if needed. For further information and consideration, please send a resume by May 25th to Emily Pratt- St. Mary's Episcopal Cathedral, 700 Poplar Avenue, Memphis, TN 38105// epratt@stmarysmemphis.org