



Communications Director Job Description

Catholic Climate Covenant is seeking a communications professional to fill the role of Communications Director. The director will plan, organize, and execute a comprehensive, integrated media strategy to advance the Covenant's overall mission, institutional strength, media presence and reputation, educational efforts, efforts in advancing particular narratives, grassroots support and enthusiasm, advocacy efforts, and partnerships. S/he will provide communications-related assistance to executive staff to advance organizational mission and objectives, in addition to performing any other communications-related tasks.

Areas of Responsibility

Press Releases, Quotes, Media Outreach

- Closely track media coverage of climate change
- Assist in responding to the release of scientific and policy reports, and national news items with full press releases or short reactions
- Develop an understanding of secular coverage of climate change/environmental issues
- Build a press list and relationships w/ members of the secular press
- Pitch ideas for articles to Catholic press
- Strengthen relationships with Catholic press
- Pitch CCC leaders as guests on podcasts, other forums
- Generate media coverage for Catholic Energies
- Encourage Catholic partners to have events on climate issues and help with media outreach
- Update the website so it is a valuable, easy-to-use resource for members of the press and public

Writing op-eds

- Build CCC's name recognition through op-eds with Catholic leaders on the byline
- Write and place joint op-eds with other Catholic organizations
- Assist bishops, Catholic orgs, etc. in writing or placing op-eds
- Develop a regular "safe spot" for op-eds (such as *The Hill*)

Social Media

- Produce graphics specifically designed for social media

- Increase use of thematic posts, e.g., Francis Fridays, Throwback Thursday, Video series, Holidays
- Follow trending topics related to climate change and make recommendations for a “Catholic” take on these topics
- Live-tweet webinars
- Increase the Covenant’s Instagram presence; build its Twitter and Facebook following
- Monitor social media traffic, answer questions from followers
- Produce videos as needed

Strengthen Partnerships

- Build relationships with communications leaders in partner organizations for mutual coordination and cooperation
- Share more content from partner organizations to assist them and incentivize a focus on climate issues
- Explore ecumenical and interfaith environmental efforts to advance shared narratives

Other Assignments

- Share stories from the Covenant’s network with local and diocesan media
- Assist individuals and groups in the Covenant network to write to local and diocesan papers on their efforts and climate issues
- Perform communications-related office tasks as needed

Fundraising

- Suggest AB testing of social media promotion and data analysis
- Provide any assistance that is needed with fundraising appeals

Areas of Responsibility

Candidates should:

- Have demonstrated skills in all areas of organizational communications from press releases to social media
- Be an excellent verbal and written communicator
- Have a familiarity with faith language and nuance, particularly within the Catholic Church
- Be comfortable working in a prayerful, faith-based environment
- Have competence in website management and all types of social media

Attributes

The ideal candidate will demonstrate the following attributes:

- Strives to embody Catholic values in behavior and words
- Thinks creatively and strategically about opportunities and challenges, with demonstrably effective results
- A self-starter with the ability to manage multiple projects with attention to quality and detail
- A team player able to express oneself both candidly and constructively
- Willing to dialogue and build relationships, especially with secular and Catholic media
- Understands and appreciates differences, especially with people with whom s/he may disagree
- Is aware of differing cultural practices and can sensitively and authentically engage in a wide variety of relationships
- Articulate and compelling in writing and public speaking

Languages: English, with preference for fluency in another languages, particularly Spanish

Location: Washington D.C.

Type: Full-time, mid-level (experienced) position

Deadline for application: February 21, 2020

Start Date: As soon as possible

Salary and Benefits

- Salary commensurate with experience
- Generous leave policies, health insurance

How to apply: Please e-mail your résumé, a cover letter and 3 references to info@catholicclimatecovenant.org