

## **Our Lady of the Lake Catholic Church Job Description**

**Job Title:** Communications Coordinator  
**Reports to:** Director, Parish Life & Evangelization  
**FLSA Status:** Part Time 20 hours/week

**Prepared Date:** 05/12/2026

**Approved By:**

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**Approved Date:**

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### **SUMMARY**

Our Lady of the Lake Catholic Church is a welcoming, family-focused parish, and the Communications Coordinator plays a key role in sharing our mission to Sanctify Hendersonville. This position is responsible for developing and implementing effective internal and external communication strategies that strengthen connections within the parish and the broader community. This is carried out with humility, zeal, and fidelity to the Church's mission, remaining family focused, prioritizing excellence, fostering a welcoming culture, and always being rooted in prayer.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

The Communications Coordinator is primarily responsible for developing and implementing communications strategies, both internally and externally, that effectively convey Our Lady of the Lake's mission to Sanctify Hendersonville. The Coordinator works in close collaboration with the Director of Parish Life & Evangelization and the Pastor to ensure that all communication efforts align with the strategic goals and spiritual messaging of Our Lady of the Lake. This close collaboration ensures consistent and clear communications and messaging.

The Communications Coordinator has responsibilities which include, but are not limited to:

#### **Graphic Design**

- Utilize Canva, Adobe Illustrator/Photoshop or similar to create graphics and flyers for use in social media, print, web and other church platforms.
- Videography and photography skills are preferred but not required.

#### **Social Media Management**

- Design engaging graphics for use across all social media platforms
- Schedule and post daily content for parish events, initiatives, Holy Days, and other parish communications
- Monitor social media channels for spam or inappropriate comments, ensuring a positive and welcoming online presence.
- Engage with parishioners respond to private messages in a timely manner

### Hendersonville Catholic Monthly Magazine

- Work with the Director of Parish Life and Evangelization and the Pastor to elicit ideas for *Hendersonville Catholic* content.
- Assist in managing content creation, writing, proofreading, editing, photo and graphic selection, keeping content new and relevant and maintaining excellence.
- Develop and manage a group of volunteers that can aid in writing, capturing photos, proofreading, etc.

### Weekly Bulletin

- Produce the weekly bulletin, submitting to printer within the weekly deadlines
- Coordinate and organize content, including ministry announcements and parish initiatives

### Parish Website Management

- Maintain and regularly update the parish website with accurate, current information
- Create new pages as needed to support parish ministries, events, and initiatives
- Ensure content is clear, consistent, and aligned with parish messaging and branding
- Improve user experience by organizing content for easy navigation
- Coordinate with staff and ministry leaders to keep information timely and relevant

### All Other Church Communications

- Ensure branding and style guidelines are being met.
- Consider ideas to promote parish branding by making merchandise available for purchase or as giveaways at different church events.
- Create campaigns to attract more people to services and events.
- Update and send weekly newsletter.
- Create funeral booklets as they arise.
- Upon request, help develop flyers, PowerPoint presentations and other media for staff and church ministries.
- Manage live-stream volunteer team for weekend Masses and other special events.
- Coordinate a team of volunteer photographers to be available for special events
- Performs other related tasks, as needed.

### Other Responsibilities:

- Attend and participate in weekly Parish Life & Evangelization staff meetings.
- Provides a visible, accessible presence at parish events.
- Prepare and monitor annual communications budget.

### Minimum Qualifications

- Fully initiated and practicing Catholic, knowledgeable and faithful to the teachings of the Church
- Bachelor’s degree or a minimum of two years of relevant experience
- Spanish/Bilingual preferred but not required
- Excellent verbal, written, and computer skills, with working knowledge of Outlook, Word, Excel, Adobe, Canva, and the ability to learn other applications as needed
- Proven ability to manage projects from start to finish
- Strong organizational skills with the ability to multitask effectively
- Demonstrates strong interpersonal skills, builds effective relationships, and communicates clearly in both individual and group settings
- Ability to follow established procedures while performing duties professionally and maintaining a polished appearance
- Dependable, detail oriented, able to work independently, and capable of problem solving with accuracy and efficiency

**WORKING ENVIRONMENT**

- Office environment
- Extensive contact with the public
- Job functions may require prolonged periods of sitting; climbing stairs; walking on uneven ground; reaching or kneeling; extensive use of computer keyboard; lifting up to 40 pounds
- Can include occasional evening or weekend events

**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. Some lifting of supplies or equipment may occasionally be required, not exceeding 40 pounds.

**JOB EVALUATION**

The Communications Coordinator is hired by the Pastor in consultation with the Director of Parish Life and Evangelization. Performance will be reviewed after three months of the initial probationary period and again at six months; after the first year, performance evaluations are performed on an annual basis.

Employee Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Supervisor Signature: \_\_\_\_\_

Date: \_\_\_\_\_