



DIOCESE OF GRAND RAPIDS

## **HOLY SPIRIT PARISH**

SOCIAL MEDIA, MARKETING & COMMUNICATIONS

SPECIALIST

2230 LAKE MICHIGAN DR NW

GRAND RAPIDS, MI 49504



**ACCOUNTABILITY:** Reports to Parish Life Coordinator

**SUPERVISORY RESPONSIBILITY:** None

**HOURS:**  
Part Time 12-15 hrs. per week

**GENERAL SUMMARY:** This position supports the Parish Life Coordinator in overseeing communications across our social media platforms and broader parish marketing efforts. The role provides technical expertise to guide these initiatives within a framework of shared ministry and Catholic values, all in alignment with our mission to **Love God... Serve Others... Grow Disciples!**

### **ORGANIZATIONAL SUMMARY:**

HOLY SPIRIT CATHOLIC CHURCH is a community of approximately 1,600 families with a school of about 300 preschool-eighth grade students, and a Foundation with \$5 million in assets. The parish has 64 full time and part-time employees and a very active volunteer base. The campus is in the desirable and growing northwest section of Grand Rapids, Michigan.

### **PRINCIPAL DUTIES AND RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING:**

- GATHER ACCURATE INFORMATION, EDIT CONTENT, AND DESIGN LAYOUT, COVER, AND FLYERS FOR THE BULLETIN WEEKLY
- PREPARE AND PRODUCE THE WEEKLY PARISH EMAIL BLASTS USING EVANGELUS
- WEEKLY ORGANIZE THE TOP 3 TO BE COMMUNICATED TO THE PARISH VIA EMAIL, WEBSITE, AND SOCIAL MEDIA
- MANAGE THE PARISH'S SOCIAL MEDIA ACCOUNTS (FACEBOOK AND INSTAGRAM) AND PLAN, CREATE, AND POST CONTENT
- DESIGN GRAPHICS FOR NARTHEX SCREENS TO COMMUNICATE EVENTS AND INFORMATION TO THE PARISH AND SCHEDULE WEEKLY
- ASSIST WITH OFFICE ADMINISTRATIVE TASKS AS NEEDED



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- UNDERSTANDS THE OVERALL CONCEPT OF THE ORGANIZATION, INCLUDING THE BRAND, PARISHIONERS, PARISH GOALS, AND ALL OTHER ASPECTS OF SERVICE.
- PROVIDE SUGGESTIONS TO MANAGEMENT FOR IMPROVING CUSTOMER EXPERIENCE ON SOCIAL PLATFORMS AND INTERNAL PROCESSES AND COMMUNICATIONS.
- LEARNS AND BECOMES PROFICIENT ON INTERNAL SOFTWARE SYSTEMS.
- MAY HELP WITH OFFICE ADMINISTRATIVE TASKS AS NEEDED

### KNOWLEDGE, SKILLS, AND ABILITIES

<u>Education:</u>	Degree preferred
<u>Experience:</u>	Prior industry experience is preferred. Experience with the following software is preferred; Google Suite, Adobe, Instagram, Facebook, WordPress, Evangelus, YouTube etc.
<u>Require:</u>	Must be a practicing Catholic, active in a parish. Must be able to maintain confidentiality.  Experience with Canva.
<u>Physical Demands:</u>	While performing duties, employee has to sit for long periods of time, use hands in repetitive motion tasks, and answer telephone calls. The position also requires some standing, stooping, and bending while filing.

The above statements describe the general nature and level of work of the position. They are not an exhaustive list of all responsibilities, duties, and skills.

To Apply:  
Please send your resume to:  
Mackenzie Coble; [mcoble@hsparish.org](mailto:mcoble@hsparish.org)

Holy Spirit Catholic Church  
2230 Lake Michigan Dr NW  
Grand Rapids, MI 49503