



DIOCESE OF GRAND RAPIDS

HOLY SPIRIT PARISH

MARKETING & COMMUNICATIONS

SPECIALIST

2230 LAKE MICHIGAN DR NW
GRAND RAPIDS, MI 49504



ACCOUNTABILITY: Reports to Office Administrator

**SUPERVISORY
RESPONSIBILITY:** None

HOURS:
Part Time 15-20 hours per week

GENERAL SUMMARY: This position supports the Parish in overseeing communications across our broader parish marketing efforts and social media platforms. 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.

The Marketing and Communications Specialist supports the mission of the parish by creating clear, engaging, and consistent communication across all platforms. Responsibilities include, but are not limited to:



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- **Bulletin & Print Materials**
 - Gather accurate information, edit content, and design layout, covers, and inserts for the weekly parish bulletin.
 - Create flyers, posters, and other print materials as needed.
- **Email & Digital Communications**
 - Prepare and distribute weekly parish email blasts through Evangelus.
 - Organize and share the weekly “Top 3” priorities across email, website, and social media.
- **Social Media Management**
 - Manage parish social media accounts (Youtube, Facebook and Instagram).
 - Plan, create, schedule, and monitor content to foster engagement and share parish life.
- **Website & Digital Screens**
 - Maintain accurate and up-to-date information on the parish website.
 - Assist with planning and implementing a future website redesign.
 - Design graphics for Narthex screens and schedule weekly updates.
- **Strategy & Brand Alignment**
 - Understand and communicate the parish’s mission, goals, and brand identity.
 - Provide suggestions for improving parishioner engagement and effectiveness in communications.
- **Collaboration & Administration**
 - Learn and use internal parish software systems.
 - Collaborate with staff to support parish events and initiatives.
 - Foster a spirit of teamwork by working closely with staff, volunteers, and parishioners to joyfully fulfill our shared mission—embracing an “all hands on deck” approach when needed.
 - Assist with general office administrative tasks as needed.

KNOWLEDGE, SKILLS, AND ABILITIES

Education: Degree preferred



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Experience:

Prior industry experience is preferred. Experience with the following software is preferred; Google Suite, Adobe, Instagram, Facebook, WordPress, Evangelus, YouTube etc.

Require:

Must be a practicing Catholic, active in a parish. Must be able to maintain confidentiality.

Experience with Canva.

Physical Demands:

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

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