



Social & Digital Media Outreach Specialist

Make an impact on policy issues central to the Catholic faith. Join a collaborative, dedicated team in a flexible work environment. The Virginia Catholic Conference (VCC), the public-policy agency of Virginia's Catholic bishops and their two dioceses, seeks applicants for the position of Social & Digital Media Outreach Specialist. Are you a creative digital communicator who is passionate about communicating policy issues? Do you love to engage audiences with clear, crisp writing? By expanding the Conference's digital presence and outreach, the Social & Digital Media Outreach Specialist will engage Catholics across Virginia in the vital work of faithful citizenship. Responsibilities include, but are not limited to:

- Expand, manage and build digital presence for VCC social media content and execute strategy to increase reach and engage Catholics across the VCC's current social media platforms: Facebook, Twitter and Instagram
- Create effective and compelling digital media content (social media and email) that engages individuals and invites them to learn more
- Manage brand and voice of VCC across all digital media content
- Communicate regularly and timely on policy issues and collaborate with the VCC team on time sensitive policy issues
- Monitor digital channels and respond in a timely manner
- Verify accuracy of information and messaging to ensure VCC goals
- Use data to drive social media strategy, outreach and response
- Coordinate and collaborate directly with diocesan partner communications offices and like-minded organizations approved by the Executive Director
- Assist in video/audio and graphic design projects with freelancers and diocesan staff partners

Minimum Requirements:

- Practicing Catholic in good standing
- Knowledge and understanding of Catholic teaching
- Bachelor's degree and at least two years of experience in communications or public relations
- Two to four years of experience in using social and prominent digital media platforms
- Excellent writing, editing and oral communication skills
- Creative and detail-oriented, with exceptional organizational skills
- Proven ability to manage multiple projects at a time
- Knowledge and skills with Microsoft Outlook Suite, Wordpress, and Adobe Create Suite a plus

The position is part-time. During the months the Virginia General Assembly is in session (January – March), regular presence in Richmond is required. **Most work can be done remotely the other 9 months of the year.** The position will require some evening and weekend hours, mostly during the General Assembly session.

Benefits available. For consideration, **please send cover letter and resume to:**

Attn: Jeff Caruso, Executive Director

By e-mail: jeff@vacatholic.org

Or mail: Virginia Catholic Conference, 919 East Main Street,
Suite 1140, Richmond, VA 23219

Or fax: 804-225-0166