



Director of Communications

Episcopal Diocese of Southwest Florida / DaySpring Episcopal Conference Center

www.episcopalswfl.org

www.dayspringfla.org

941-556-0315



Overview

The Diocese of Southwest Florida is a community of 79 congregations, 14 Episcopal schools and the DaySpring Episcopal Conference Center, including about 30,000 members. While many of our congregations dot the beach communities on the western coastline of Florida, we also serve the densely-populated Hillsborough-Pinellas County area as well as rural congregations near the center of the state. We have 5 congregations with Spanish-speaking ministries and a Lutheran/Episcopal Congregation.

The administration of the Diocese is a shared ministry that includes elected and appointed members such as Diocesan Council (the corporate Board of the Diocese), Standing Committee and various other bodies. The Bishop's work is enhanced by a staff of 17. Our 97-acre DaySpring Episcopal Center in Parrish, FL (between Sarasota and St. Petersburg/Tampa) is a central asset for diocesan ministry. The Diocesan House/Office of the Bishop was built on the DaySpring property in 2012.

Qualifications

The ideal candidate will have strong interpersonal, persuasive, written and oral communication skills. In addition, we seek:

- Bachelor's degree with at least five years' experience in communications, design and/or related field (or equivalent).
- An understanding and appreciation for Episcopal Church language, history, liturgy and legacy.
- An ability to effectively convey a Gospel message through all communications and use the voice of the Bishop.
- Enthusiastic, proactive and innovative approach to identifying internal and external communication opportunities and coordinating resources to meet those needs.
- Ability to interpret diocesan mission/strategy to design and implement communications programs and projects to further those goals.
- Experience or comfort with communications at a fast-paced ad or web agency, news outlet or corporate environment.
- Extensive knowledge of Microsoft Office, the entire Adobe Creative Suite, Mailchimp or other email programs, Wordpress (including a general familiarity with html and css), as well as other electronic publishing tools.
- An eye for design and the overall look of photos, layouts and publications, with a portfolio of work relating to the position.
- Familiarity and comfort with social media tools, new and old.

Position Description

The director of communications will provide leadership in telling the story of the Episcopal Diocese of Southwest Florida. Essential responsibilities include:

- Develop an overall plan and budget for diocesan communications through the year.
- Maintain the episcopalswfl.org and dayspringfla.org websites, updating information continuously on proprietary and Wordpress sites, as well as managing vendors implementing custom development projects.
- Coordinate diocesan staff in evaluating publication of information, including news releases, letters and social media posts.
- Support diocesan committees with their publication needs.
- Effectively communicate the work of the diocese through multiple media channels including but not limited to: website news items and updates, *Southern Cross* magazine, *Bridges* biweekly email newsletter, annual Bishop's Appeal, DaySpring Episcopal Center event catalog and printed promotional materials and social media posts.
- Email: Edit, maintain and develop the *Bridges* email newsletter with information about the diocese and our congregations. Seek and share news items among parishes. Manage electronic email databases.
- Social Media: Develop and manage the diocesan social media presence.
- Video: Support diocesan and parish streaming efforts, including embedding and uploading video and assisting parishes in implementation.
- Stewardship & Development: Support annual Bishop's Appeal campaign for diocesan endowments.
- Printing and mailing: Work with a suite of printers and mail houses to supervise diocesan mailings, including 3 magazines and 1 appeal document each year mailed to 17,000 households.
- PR: Shepherd and screen news requests from TV and online news sources.
- Digital Archives: Maintain an online cloud archive of photos, videos and past communications for future use and reuse.
- Physical Archives: Supervise diocesan archives room including past print publications, electronic files, books, photo prints, negatives and vertical files.
- Maintain and evaluate tools and apps for communications, including phone and web apps.
- Training: Assist parishes in their own communications, including in person and online training on best practices for websites, service bulletins and other communications.

Compensation

This is a full-time onsite position working from Diocesan House/Office of the Bishop at DaySpring Episcopal Center in Parrish, FL. Compensation commensurate with experience, including 10% defined-contribution pension and employer-paid healthcare benefits per the Episcopal Church Denominational Health Plan.

Start Date

We seek a start date on/around June 1, 2021.

How to Apply

Resumes will be received through May 15, 2021. Please send resume and cover letter, including three references to avickers@episcopalswfl.org. For more information, contact Canon Anne Vickers at (941) 556-0315.