



# St. Ignatius OF LOYOLA

## **Position to hire: Digital Communications Manager**

### **Description**

The St. Ignatius of Loyola Parish Communications team is growing! We're looking to hire a talented, experienced and results-oriented **Digital Communications Manager**. Our ideal candidate must have a strong appreciation and understanding of our parish culture, as well as a desire to bring more people to an encounter with Jesus by living out our core values in the workplace: reliance on the Holy Spirit, outward-focused, grateful generosity, servant leadership, authenticity and excellence.

As Digital Communications Manager, you know how to build a team, and lead one. You have a solid grasp of web, social media, SEO, email and online advertising best practices, and you know what it takes to lead integrated digital marketing campaigns from concept to execution. You also know how to build and grow an online community using the latest strategies and tactics to grow followers and engagement levels, as well as convert a digital audience. Finally, you have experience working with performance indicators and building dashboards in order to measure and report back on campaign results.

**Position Type:** Full Time

**Hours:** 35 hours per week; Saturday and/or Sunday are occasionally required work days, as well as Christmas and Easter.

**Annual Salary:** TBC based on experience

## Responsibilities

- Build and lead a digital communications team comprised primarily of volunteers;
- Build and manage a calendar for all digital communications;
- Plan, delegate and/or execute all digital communications, including web, social media, SEO, email, online advertising and live streams;
- Design, build and maintain our social media presence;
- Proficiency in using social media software (e.g. HubSpot's Social Inbox) to monitor social media conversations;
- Work with colleagues to create shareable content appropriate for specific networks to spread both our brand and our content;
- Build a dashboard to measure the performance of all digital marketing campaigns;
- Track and report back to colleagues on campaign results vis-a-vis campaign goals;
- Identify trends and explore new innovative ways to increase engagement with our current followers, and identify new social networks to reach our target audience;
- Collaborate with colleagues to recommend innovative strategies and tactics for all digital communications to help achieve the goals of their campaigns;
- Take ownership of and maintain our website, implement changes to optimize the user experience, and make recommendations to colleagues to update and/or build new content as needed for specific campaigns;
- Collaborate with colleagues, volunteers and vendors;
- Improve our online audience's experience by bringing the St. Ignatius brand to life and keeping it consistent across all digital channels;
- Have a great eye for design and graphic design skills and experience (using Canva, Adobe Creative Suite, etc.) to create templates for colleagues to help them to be more efficient in their posting on social media, the blog, email, and other channels;

- Manage other design needs such as presentations, signage, and printed collateral as needed;
- Take on photography and videography projects as needed.

## **Qualifications**

- Deeply rooted in your faith, and you have a strong desire to join us in our mission to bring as many people as possible to an encounter with Jesus;
- Strong interpersonal, analytical and leadership skills;
- Proven work experience in digital communications (web, social media, SEO, email, online advertising and live streams);
- Demonstrable experience leading and managing social media, email marketing, SEO, and online advertising;
- Experience in optimizing landing pages;
- Experience in setting up Google AdWords campaigns;
- Solid knowledge and experience working with WordPress, all social media platforms, and Google Analytics;
- Bachelor's degree in marketing, communications or a related field an asset;
- Knowledge and experience with live stream production working either Wirecast and/or OBS an asset;
- Graphic design, photography, and videography skills are an asset;
- Bilingual (English/French) an asset.

To apply, kindly email your resume and cover letter to [srose@stig.ca](mailto:srose@stig.ca) .Thank you for your interest in this position. Only applicants to be interviewed will be contacted.