



Wheaton Franciscan Sisters

Job Description

Job Title: Digital Communications Coordinator	Job Classification: Exempt
Effective Date: July 1, 2021	Date of Last Revision: June 2021
Salary Grade:	Full Time/Part Time: Full Time

Organization: Wheaton Franciscan Sisters (Wheaton Franciscans) – Our Lady of the Angels

Department Name:	Dept#: 255
Location(s) Served: Our Lady of the Angels, Wheaton, IL	Reports to (title): Director of Charism and Mission
No. of Direct Reports: NA	Title(s) of Direct Reports: NA
Hours of Work Per Week: 40 hours – may include evenings and weekends	Work Schedule: as appropriate to meet the needs of the work

Principal Summary, Accountabilities and Essential Functions of the Job
List in order of importance and percent of time; describe what must be accomplished, not how it must be done):

Coordinate the development and delivery of digital communications that support and advance the Wheaton Franciscan spirituality, mission, life, and legacy. This includes responsibility for the ongoing maintenance and continuous improvement of the Wheaton Franciscan website, electronic news, and social media presence.

The Digital Communication Coordinator is responsible for the day-to-day maintenance of the website, including coordinating content and making aesthetic changes that drive engagement. The Digital Communications Coordinator is also responsible for the design and layout of the news blog and posting to all social media channels. The position requires understanding and support of the Wheaton Franciscan charism and mission, and communication/marketing goals. Relies on related expertise, experience, discretion, and judgment to accomplish identified goals.

Major Areas of Responsibility/Essential Function (must equal 100%) of Time

<p>1. Website Management and Maintenance</p> <ul style="list-style-type: none"> ▪ Responsible for the overall look, feel, and content of the Wheaton Franciscans’ website including ongoing maintenance to ensure accuracy content and ease of use. ▪ Continuously seeks to streamline navigation and increase engagement. ▪ Coordinate with content specialists to routinely update material; Seeks appropriate visuals, assuring proper copywrite provisions; Publish content, maintaining continuity of themes, design layout. ▪ Quickly and accurately identifies issues, such as broken links, outdated content, etc., and work to resolve issues as soon as possible. ▪ Serves a primary office and event photographer and videographer; coordinate volunteer and contract photographers and videographers. Maintain an organized repository of all photo and video content. ▪ Integrate video and photography, as appropriate 	45%
---	-----

<p>2. Support External (public) Communication Efforts</p> <ul style="list-style-type: none"> ▪ Responsible for implementation of digital media methods that support awareness of the Wheaton Franciscan Community particularly via social media (Facebook, Instagram, Twitter, YouTube, and LinkedIn). Oversee Community social media accounts ▪ Responsible for sharing news and events using the best methods for attracting a diverse audience including but not limited to blog, e-newsletter, print news. ▪ Assist in developing and sharing stories about the heritage and legacy of the Wheaton Franciscans. ▪ Assist in the development of the marketing and communication plan to enhance awareness of the Wheaton Franciscan community. ▪ Assist the development of compelling content about the Wheaton Franciscan community for the purpose of sharing spirituality, mission and legacy with external (public) audiences. ▪ Assists with press releases and coordination of crisis communications as appropriate ▪ Maintain accurate database of subscribers. ▪ Monitor use and evaluate engagement and interaction of media sites using available analytics including Google Analytics and insights for each media platform ▪ Develop strategies and tactics for raising web traffic and growing number of users/followers. 	25%
<p>3. Support Outreach and Engagement Efforts</p> <ul style="list-style-type: none"> ▪ Maintain the Wheaton Franciscan podcast and livestream channel ▪ Assist in the promotion and marketing of various Wheaton Franciscan programs and events through the development of flyers and online marketing campaigns. ▪ Assist with promotion and support of onsite programs and events. ▪ Assist with outreach and relationship building with various constituencies including meeting and speaking with interested groups. ▪ Assist with the development and implementation of periodic “customer” engagement surveys to assure the needs of an external audience are being met. ▪ Develop and oversee budget for marketing and communication efforts. ▪ Stay current on website and social media trends overall and as pertains to religious congregations ▪ Engage in relevant professional growth opportunities 	20%
<p>4. Collaborative Communication</p> <ul style="list-style-type: none"> ▪ Partner with the Technology Department to assist in the implementation of major technology initiatives, ensure effective website administration, and provide useful electronic communication tools to the entire community. ▪ Convene and coordinate the livestream team (appropriate department leaders) to help insure the team is focused on supporting the needs of external (public) viewers. ▪ Work collaboratively with all ministries and functional areas of the organization to coordinate awareness and event promotion efforts 	10%
<p>Other duties. Perform related duties as assigned, within the scope of the position</p>	

Education and Experience: (Check the *minimum* requirements for education and experience for this position.)

Required Education (check one box)

Preferred Education (Check additional boxes with “preferred” in explanation field)

<input type="checkbox"/>	Basic Skill Set	<input type="checkbox"/>	0 – 2 years
<input type="checkbox"/>	High School or Equivalent (GED)	<input checked="" type="checkbox"/>	3 – 4 years
<input type="checkbox"/>	High School plus specialized training (min 6 months – 2 years)	<input type="checkbox"/>	5 – 7 years
<input type="checkbox"/>	Associate Degree	<input type="checkbox"/>	8 – 10 years
<input checked="" type="checkbox"/>	Bachelor’s Degree	<input type="checkbox"/>	> 15 years
<input type="checkbox"/>	Master’s Degree		
<input type="checkbox"/>	PhD		
<input type="checkbox"/>	MD/DO		
<input type="checkbox"/>	Other		

1.	<p>Equipment operated:</p> <ul style="list-style-type: none"> ▪ Extensive computer use. Photography and videography equipment,
2.	<p>Certification/Licensure Required for job: (list and licenses or certifications required for the job)</p> <ul style="list-style-type: none"> ▪ NA
3.	<p>Knowledge, Skills & Abilities required: (i.e., supervision, computers, etc.)</p> <ul style="list-style-type: none"> ▪ Previous experience with website content management, graphic design software, photo editing, and email marketing/data base systems. ▪ Basic knowledge of HTML. ▪ Enthusiastic social media user with demonstrated communication skills with platforms, such as blogs, Facebook, Instagram, Twitter, YouTube, etc., and the ability to learn new applications and systems. ▪ Experience in measurement and analysis of web traffic and social media metrics. ▪ Creative thinker who can develop ways to build and promote content. ▪ Collaborative initiator who values working with others to create a desired outcome. ▪ Knowledge and experience in building and nurturing social media engagement. ▪ Excellent writing, copy editing and proofreading ability. Exceptional oral and written communication skills. ▪ Excellent interpersonal skills and the capacity to successfully develop and manage relationships. ▪ Firm understanding of marketing and media relations principles and related practices and how they intersect with technology, especially related to nonprofits and social justice advocacy. ▪ Experienced user of digital photography and videography equipment and editing software. ▪ Prior experience in a nonprofit organization desirable. ▪ Flexible, collaborative approach including capacity to work in a changing environment, make recommendations for improvements, and receive feedback. ▪ Ability to work independently with a proven track record of meeting deadlines and deliverables. ▪ Ability to work flexible hours to accomplish assigned tasks
4.	<p>Competencies: (list number and title of competencies)</p> <ul style="list-style-type: none"> ▪ NA

5.	Physical Activity: (check all that apply)					
	Activity:	N/A	0 – 25%	26 – 75%	76 – 100%	Avg. lbs.
	Lift/Carry	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Push/Pull	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	Reach Overhead	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Climb	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Squat/Bend/Kneel	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Sit	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	Stand	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Walk/Move About	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
6.	Working Conditions: (Describe the environment and fill in appropriate information (i.e., temperature, noise, chemicals, or hazardous materials/waste handled or present))					
	General office environment.					
7.	Other: (any unique requirements for this position):					
	<ul style="list-style-type: none"> ▪ Must be comfortable working for a religious organization. Knowledge of and appreciation for the role of women religious in the Roman Catholic church and society. Sensitivity to the culture and decision-making processes of a faith-based community a plus. ▪ A commitment to work out of the values of the organization (Respect, Integrity, Compassion, Professionalism, and Collaboration). 					

The most significant duties have been included in this description. Other duties may be assigned, as necessary. The facility reserves the right to modify this job description as needed to accurately reflect the duties assigned.

Affirmative Action Plan/Equal Employer Opportunity (AAP/EEO) Statement

The Wheaton Franciscan Sisters Corporation (Corporation) provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, the Corporation complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Pay & Performance Management Use Only

Reviewed by: Director Charism and Mission	Date: June 2021
FLSA Status: <input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt	HRIS Job Title:
Salary Grade/Level –	
Comments:	
Employee Signature:	
Employer/Supervisor Signature:	
Signature Date:	