

## USCCB JOB DESCRIPTION

<b>Name:</b>	<b>Position Title</b>		<b>Position Reports to:</b>
	Social Media Specialist		Name: Sr. Mary Ann Walsh
<b>Department/Office:</b>	<b>Level:</b>	<b>Location</b>	Title: Director of Media Relations
Communications/ <i>Media Relations</i>	H	Washington, DC	

### PART I - POSITION DESCRIPTION

**PURPOSE:** In two sentences state the major function(s) of the position.

Under the supervision of the Director of Media Relations, in collaboration with other offices of the USCCB, the Social Media Specialist is a practicing Catholic in good standing with the Church who assists in providing a social media strategy for the USCCB that encourages a pro-active engagement in social media networks. The Social Media Specialist provides the Director ongoing support, advice, consultation and resources regarding communication strategies for bishops and USCCB offices and programs. The Social Media Specialists aids the Director in promoting and implementing the Bishops' strategic plan for the Conference, and demonstrates shared qualities of effectiveness in all work interactions.

### MAJOR DUTIES AND RESPONSIBILITIES

**Continuing Responsibilities:** (List from highest to lowest priority.)

- Analyze work of USCCB offices to ascertain how they might better use social media
- Advise USCCB offices on how to expand use of social media
- Assist office in creating content for social media, including but not limited to such platforms as Facebook, Twitter and blogs.
- Advise on writing for social media platforms.
- Implement means of social media optimization in order to improve traffic to USCCB Web sites.
- Monitor social media to measure effectiveness of USCCB social media efforts
  - Provide logistical support for media operations at bishops meetings, press conferences.
  - Other related job duties as assigned.

### PERSONNEL SUPERVISED (if any)

Position(s) and Number of Employees Supervised: None

Amount of Budget Responsibilities \$\_\_\_\_\_

### PART II - QUALIFICATION REQUIREMENTS

#### Formal Education

**Level:** Bachelor's degree

**Major Field/Specialty:** Communications or related field

**Other Specialized Training: (i.e. word processing, personal computer, knowledge of Catholic Church, etc.)**

1. Awareness of and understanding of Catholic Church theology, structure and hierarchy.
2. Excellent written and verbal language skills.
3. Experience working with media, e.g., conducting briefings and news conferences; writing reports and statements.
4. Awareness of major issues facing the church in the U.S. and abroad.
5. Proficiency in social media technology.

**Foreign Language Requirement (if any):** Fluency in Spanish and working knowledge of Italian, highly desirable.

**PRACTICAL EXPERIENCE**

**Type and Nature of Professional Experience:**

1. Advanced online user that is familiar with communication strategies for social media optimization.
2. Experience using social media in an organizational environment.
3. Strong speaking, writing and editing skills, including demonstrated experience producing clear and concise materials.
4. Excellent time management and organizational skills with strong attention to detail.
5. Ability to maintain confidentiality and show prudence in handling sensitive information.
6. Ability to follow established policies and procedures.
7. Experience working collaboratively with peers, colleagues and others to achieve mission goals and objectives.

**Number of Years Required:** 2-3 years of communications experience

**PART III - PERSONAL CONTACTS**

**Please describe briefly the types of contacts you have, with whom (i.e., inside or outside the USCCB), how often, etc.**

**Within USCCB:** Personnel in staff offices designated as assigned beat

**Outside USCCB:** Media

**Decision Areas**

Please specify if your authority to make decisions is under direct, general or very limited supervision by others. *Cite examples, if necessary.*

**SPECIAL PROJECTS AND/OR OTHER INFORMATION**

Serve as communications staff to bishops' committees and USCCB offices, as assigned.

**WORKING CONDITIONS/PHYSICAL EFFORT**

Work is performed mostly in an office setting. Some overnight travel, evening and weekend work are requirements of the position. Regular computer work also required. While performing the duties of this job, the employee is required to stand; walk; sit; finger, handle or feel objects or controls; reach; climb stairs; balance; stoop, kneel or crouch; talk and hear. The employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

*The physical demands and work environment characteristics described above are representative of the physical capabilities that must be met by an employee and the working conditions that an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

This job description is intended to convey information essential to understanding the scope of the position and it is not intended to be an exhaustive list of skills, efforts, duties, responsibilities or working conditions associated with the position.

03/2010

\_\_\_\_\_  
DATE

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EMPLOYEE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
IMMEDIATE SUPERVISOR

\_\_\_\_\_  
DATE

\_\_\_\_\_  
DEPARTMENT/OFFICE DIRECTOR

\_\_\_\_\_  
DATE

\_\_\_\_\_  
OFFICE OF HUMAN RESOURCES