Archdiocese of Louisville
Position Description

Position Title: Digital Media Specialist

Agency: Archdiocesan Communications Office

Number Supervised: N/A

Reports to: Chief Communications Officer

Status: Exempt, Full Time; Minimum Hours Per Week: 35

Position Summary:

To develop and maintain a coordinated and consistent electronic outreach that serves as a resource for the people of God and for pastoral leaders in the Archdiocese of Louisville.

Primary Duties and Responsibilities:

- Coordinate social media initiatives and develop content for the archdiocesan social media platforms. Create, prepare, and execute content for social media posts, to include video and images.
- Create, maintain, and grow new and existing social media platforms, including Facebook, Instagram, X (formerly Twitter), YouTube, and others.
- Maintain, enhance, and monitor content on the archdiocesan website, including updates for parish positions, weather closing announcements, employment opportunities, events calendar, Mass, Reconciliation, and Eucharistic Adoration schedules, as well as parish history. Assist with the development of the website.
- Produce short-form video content (reel, stories, YouTube)
- Provide edited, publication-ready images for the archdiocesan website and social media platforms.
- Photograph liturgies, archdiocesan events, and other activities as assigned.
- Manage livestreams for archdiocesan liturgies. Edit and publish recorded event footage for viewing on YouTube.
- Assist with podcast content, write scripts, and coordinate guests.
- Collaborate with archdiocesan agencies and other ministries on content for on social media platforms.
- Support the efforts of the Archdiocesan Communications Office, especially when called upon by the Chief Communications Officer in crisis communications situations.
- Administer email marketing accounts and gather content for monthly e-newsletters.
- Assist with gathering information for annual printed *Directory* once per year and online information twice per year.

- Administer event management and Form/Survey accounts.
- Assist with technology during presentations and classes.
- Create graphics and videos for websites, social media, and email marketing.
- Track analytics for websites, videos, social media, and emails.
- Provide training and technical assistance for parish, school, and archdiocesan staff on Internet, social media, and web issues.
- Collaborate with other communications ministries and archdiocesan agencies to repurpose traditional media for digital use.
- Administer archdiocesan Zoom accounts and associated technology.
- Record, edit, and publish local classes, seminars, workshops, other resources as requested.

Position Qualifications

- Bachelor's degree in communications, journalism, or computer science with a concentration in digital and social media.
- Excellent written and verbal communication skills.
- Must be a practicing Catholic in full communion with the Church.
- Familiar with Adobe Creative Suite
- Familiar with digital photography and video. Knowledge of DSLR camera.
- Flexibility to occasionally work evenings/weekends for Masses and events.
- Detail-oriented and strong prioritization, organization, and project management skills.