

**Catholic Diocese of Baton Rouge**  
**Electronic Media Manager**  
**Full-Time Benefits Eligible**

This position works directly with Media Liaisons and responsible for marketing, creating and posting content to the Diocesan website and social media platforms, evaluating performance metrics and analytics for online platforms, recommending courses of action, and ensuring the Diocesan brand. This position uses effective communication strategies to increase website content and social media engagement.

Education and Experience Requirements

- Undergraduate degree in marketing, mass communication or a related field with a minimum of two years digital management experience.
- Expertise in communication, marketing, branding, social media platforms and web management.
- Due to the nature of this position, it is required that the incumbent be a practicing Roman Catholic in good standing who is registered and active in a parish and possesses a working knowledge of Catholic teachings and doctrine.

Other Requirements

- Ability to demonstrate experience in designing and implementing organization's digital media plans and strategies and achieving digital marketing goals and objectives.
- Ability to demonstrate the development, design and publication of targeted communication, marketing and branding.
- Strong interpersonal and communication skills essential; technological, organizational, analytical, and problem-solving skills required; ability to multi-task; superior verbal, written, and presentation skills; and attention to detail a must, and record keeping/administration required.
- Ability to build professional rapport with the individuals and skills to develop working relationships with associated organization's representatives.
- Ability to exercise good judgment in handling difficult and/or sensitive situations, with the ability to maintain strict level of confidentiality and discretion as required by diocesan policy and legal requirements.
- Must be available to disseminate content across electronic media evenings and weekends when situations demand.

**Please submit letter of interest, resume, and references to [hr@diobr.org](mailto:hr@diobr.org)**  
**Application deadline is August 9, 2021.**