



the EPISCOPAL DIOCESE of
UPPER SOUTH CAROLINA

Director of Diocesan Communications & Marketing

Overview

The Episcopal Diocese of Upper South Carolina is seeking a Director of Diocesan Communications & Marketing who will play a pivotal role in shaping and conveying the mission, vision, and values of the Diocese of Upper Diocese of South Carolina to both internal and external audiences. This position is responsible for developing and implementing strategies that enhance the visibility and outreach of the diocese, supporting diocesan clergy and congregations, and engaging the broader community in its spiritual, social, and educational missions.

Position Summary

Job Title:	Director of Diocesan Communications & Marketing
Job Type:	Full Time
Office Location:	Columbia, SC. Hybrid or remote work is negotiable with the right skill set
Reports To:	Canon to the Ordinary
Salary Range:	Based on experience
Benefits:	Includes full-family health and dental insurance, and pension plan

Key Responsibilities

- Develop and execute an integrated communication and marketing strategy that includes written content, digital media, public relations, and the use of all traditional marketing channels.
- Design and distribute all diocesan communications including newsletters, press releases, prayer requests, social media posts, and other printed and digital content.
- Produce original content and edit submitted content for inclusion in diocesan communications.
- Manage the diocese's online presence including the official website, social media accounts, and diocesan calendar and email campaigns, ensuring content is engaging, up-to-date, and reflective of the diocese's mission.
- Create and manage online event registration for diocesan events.
- Collaborate with diocesan clergy, congregations, ministries, and diocesan entities to promote events, initiatives, and stories of interest.
- Provide communications training, resources, and support for congregations and institutions in the diocese.

- Serve as the primary media contact for the diocese, developing relationships with all local, regional, and national media networks.
- Coordinate with diocesan leadership to ensure consistent messaging and branding across all platforms and communications.
- Coordinate technology needs at all diocesan events including PowerPoint, livestreaming, recorded video, sound, and photography.
- Create and participate in a network of diocesan communicators that meet quarterly to discuss needs, ideas, and areas for growth.
- Monitor and report on the effectiveness of communication and marketing strategies, adjusting plans as needed to achieve goals.
- Manage the communications budget, resources, and staff or volunteers.

Qualifications

- A person of strong Christian faith and a commitment to the values and mission of The Episcopal Upper Diocese of South Carolina.
- Bachelor's degree (preferably in Communications, Marketing, or Journalism, but not required).
- Minimum of 3 years of experience in communication, marketing, or a related field, with a proven track record of success. Experience in a non-profit, religious, or ecclesiastical setting is highly desirable.
- Strong understanding of the Episcopal Church's teachings, structure, culture, and mission.
- Excellent written and verbal communication skills with the ability to convey ideas in a clear and compelling manner.
- Proficiency in digital marketing tools and platforms, including content management systems, social media, and analytics.
- Proficiency in Microsoft 365, Canva, Constant Contact, MailChimp, Adobe Suites, and WordPress-based website design and maintenance.
- Familiarity with AI marketing tools and best practices.
- Ability to operate audio-visual equipment for events.
- Ability to work collaboratively with clergy, staff, and volunteers across a wide range of ministries and initiatives.
- Strong organizational skills and initiative, with the ability to manage multiple projects and deadlines simultaneously.

Application Process

To apply, please email a cover letter and resume in PDF format to:

The Rev. Canon Stephen J. Rhoades
 1115 Marion Street
 Columbia, SC 29201

c/o Ms. Dana Lindsey
 dlindsey@edusc.org