Catholic Charities, Diocese of Cleveland

Job Description

Job Title: Summer Communication Fellow

Basic Function:

The Summer Communications Fellow will directly assist the Marketing & Communication Department with a wide range of projects, including but not limited to, social media, website, marketing and internal communication needs. This fellowship is designed to be both educational and practical. In this position, the fellow will learn how to take skills they may have acquired in school related to their particular areas of interest, and apply them in a professional setting. The fellow will gain a better understanding of the role that communication can play in a non-profit setting, as well as how to work on a team, and effectively collaborate with the directors and employees we serve at Catholic Charities, Diocese of Cleveland.

Responsibilities:

Under the direction and in accordance with the requirements of Catholic Community Connection, the Fellow will assist in both external and internal communication projects over the 10 weeks of the fellowship. Projects may include:

Social Media
- Assist in developing a social media content calendar for remainder of 2020, including:
  - Researching significant days/events to highlight both in social service and liturgical calendar
  - Generating evergreen content for special theme throughout the year
  - Interview staff/clients for content and generating posts based on interviews
- Audit the current database of all known Catholic Charities social media accounts
- Utilize social media management tools to better facilitate posting and monitoring of postings across the system

Website Management
- Learn the Content Management System, Lucy, and update website pages as needed
- Assist in writing for Search Engine Optimization (SEO) for website and monitoring our SEO ranking through the software BrightLocal.

Marketing
- Assist the Digital Marketing Specialist in developing and executing digital ad campaigns through social media outlets, Google Ads, and other identified mediums.
- Execute marketing projects and communication efforts through our project management tool, Monday.com.
- Design and print marketing materials such as brochure, fliers, rack cards, postcards or other print collateral to support programs as needed. Design experience not required, but preferred.

Content Generation
- Work with the Content Communication Specialist to develop and write stories of impact, report current news and gain an in-depth knowledge about programs, activities and human-interest stories in the organization.
Working Conditions and Physical Demands:

• Office space located at our Parma Campus: 6753 State Rd. Parma, OH 44134
• Transportation to and from Parma Campus office, as well as possible travel to regional counties and main offices
• Normal office environment
• Frequent sitting, and talking;
• Reading, writing, grasping, holding and finger dexterity to manage correspondence, faxing, copying, answering phones, forms/documents, financial statements, invoices, computer keyboard and files required on a frequent basis;
• Tasks require visual perception and discernment, and hearing on a constant basis;
• High degree of concentration for analyzing, interpreting and organizing data

Requirements:

• Must meet requirements from Catholic Community Connection
• Major in Communications, Marketing, Journalism, or related field
• Excellent written and oral communication skills
• Experience using programs like Canva, Adobe Suite: Photoshop, Lightroom, InDesign preferred, but not required
• Knowledge with Google Analytics, and SEO preferred, but not required
• Must be able to commit to 10-week schedule
• Must be able to work effectively and professionally with diverse groups and all levels of staff within the organization
• Must have the ability to maintain confidentiality
• Final applicant is required to be fingerprinted to complete background check

Positions that my report to this person:

None