

DIOCESE OF LITTLE ROCK

JOB DESCRIPTION

Department: *Arkansas Catholic* Newspaper

Title: Digital Media Specialist

FLSA Status: Non-Exempt

Reports To: Editor, *Arkansas Catholic*

Job Summary: As a member of the Arkansas Catholic communications team, responsible for producing, coordinating and updating content for the Arkansas Catholic website, newsletter and social media accounts

Essential Functions:

1. Develop comprehensive and creative strategies to increase engagement and reach on all Arkansas Catholic platforms.
2. Develop a comprehensive strategy to increase readership and subscriptions to Arkansas Catholic Digital subscribers.
3. Drive Arkansas Catholic content across multiple platforms.
4. Create original content for digital media channels.
5. Write articles and take photos for *Arkansas Catholic* newspaper as workload allows.
6. Proofread submitted materials following Associated Press and Catholic News Service styles.
7. Exercise responsibility for day-to-day management of the website, including routinely posting content and track audience engagement. Perform activities to increase audience.
8. Write, edit and produce aSpire newsletter.
9. Perform other duties as assigned by editor.
10. Maintain confidentiality of all matters that require it.

Qualifications:

1. Practicing Roman Catholic who is familiar with the teachings of the Church.
2. Bachelor's degree or an equivalent of education and experience in journalism or digital communications field.
3. At least two years of experience in digital and/or social media marketing, preferably in the newspaper or magazine industry.

4. In-depth knowledge and understanding of all digital media platforms and web analytics.
5. Proficient in Microsoft Office and Google Workspace/G Suite applications. Adobe InDesign, Illustrator and Photoshop experience preferred.
6. Excellent writing, communication and proofreading skills.
7. Extraordinary attention to detail.
8. Excellent organizational skills.
9. Ability to meet deadlines.
10. Highly proficient in written English. Bilingual English/Spanish proficiency preferred.
11. Photography experience.
12. Videography or graphic design experience preferred.
13. Journalism experience preferred.

Working Conditions:

- Scheduled for 25 hours a week at St. John Catholic Center in Little Rock.
- Reliable transportation and valid driver's license.
- Must have flexibility with schedule for occasional evening and weekend assignments.