

POSITION TITLE: **Communications and Outreach Associate**

DIVISION: Administration

REPORTS TO: Vice President, Communications

POSITIONS SUPERVISED: None

GENERAL SUMMARY

The Communications and Outreach Associate is responsible for executing written communications needs, planning and carrying out a program of grassroots advocacy and social media development, and contributing to the organization's legislative and organizational priorities.

SPECIFIC DUTIES AND RESPONSIBILITIES

1. Carry out activities that contribute to the promotion and growth of the Catholic Legislative Advocacy Network, including but not limited to writing, editing and disseminating timely action alerts, and speaking to groups throughout the State of Michigan when necessary in order to promote the Network.
2. Develop content for *Lansing Update*, which publishes through the Catholic Advocacy Network when the Michigan Legislature is in session and chronicles legislative activity of interest to the Conference.
3. Suggest and draft updated content for the Public Policy portion of the organization's website.
4. At the discretion of the Vice President, Communications, draft op/ed pieces, letters to the editor, position papers, the organization's *Focus* publication and *Word from Lansing* monthly column, talking/messaging points and any other written material that advances the advocacy efforts of the MCC.
5. At the discretion of the Vice President, Communications, attend legislative hearings, news conferences or any legislative event or meeting that pertains to the organization's ongoing advocacy efforts.
6. Implement the organization's social media activity while remaining educated to the latest developments in social media and any new platforms that may assist the organization's grassroots advocacy efforts.
7. Conduct policy-based research to assist the Public Policy division for legislative and advocacy use.

8. Write, edit and research content for use in the organization's election-year outreach, which includes but is not limited to ballot-related issues, voter education surveys, and any other material that promotes the concept of Faithful Citizenship.
9. Perform other duties and tasks as directed by the Vice President, Communications.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

1. Awareness and understanding of the Conference's mission and the ability to carry out designated functions in the particular milieu of the Catholic Conference.
2. Requires knowledge of the Catholic Church, including in-depth familiarity with its structures, functions, institutions, history, and policy positions.
3. Requires working knowledge of government (e.g. local, state, and federal) and its functions. Furthermore, above-average understanding of the judicial, administrative, and legislative branches of government and a keen appreciation of the political process.
4. Excellent ability to write on the cross-section of public policy and Catholic social teaching, in fidelity to and with an appreciation for the teachings of the Roman Catholic Church.
5. Ability to effectively interact with peers, subordinates, and the public at large; "team player" attitude important.
6. Ability to comprehend and utilize advancements in technology and digital media to accomplish the objectives of the position.
7. Ability to meet deadlines and pay attention to details; ability to organize, prioritize and work independently as well as schedule and produce work in a timely manner.

EDUCATION AND EXPERIENCE

- Bachelor's degree in communications, history, political science or a related field.
- 3-5 years' experience within a Catholic institution or the public policy arena.

Revised June 2021