

May 22, 2022

Job Description  
Manager, Digital Communications & Webmaster  
**Cathedral of St. John the Divine**

Mission Statement

The Cathedral of St. John the Divine is the Cathedral of the Episcopal Diocese of New York. It is chartered as a house of prayer for all people and a unifying center of intellectual light and leadership. People from many faiths and communities worship together in services held more than 30 times a week; the soup kitchen serves roughly 25,000 meals annually; social service outreach has an increasingly varied roster of programs; the distinguished Cathedral School prepares young students to be future leaders; Advancing the Community of Tomorrow, the renowned preschool, afterschool and summer program, offers diverse educational and nurturing experiences; the outstanding Textile Conservation Lab preserves world treasures; concerts, exhibitions, performances and civic gatherings allow conversation, celebration, reflection and remembrance—such is the joyfully busy life of this beloved and venerated Cathedral.

Description

The Manager, Digital Communications & Webmaster is integral to maintaining and adding to the Cathedral's robust social media presence, writing, and posting material throughout the week to keep the Cathedral's social media platforms engaging and up to date. This role is both creative and technical: The Manager, Digital Communications & Webmaster will be responsible for creating online content including social media, working alongside colleagues across Cathedral departments and program areas, as well as monitoring engagement, facilitating analytics, and producing financial reports for donations across the Cathedral's virtual platforms.

The Manager is also responsible for daily upkeep of the Cathedral's website, collaborating with the Cathedral's web designers and developers to maintain and make updates to the backend of the site as needed. The Manager will be responsible for keeping the Cathedral's digital announcement screens up to date and relevant. This role also dovetails with the Department of Productions and the Office for Liturgy and the Arts to help provide livestream assistance during services and events, which may include editing and uploading audio and video, along with creating thumbnail images, writing video descriptions, and monitoring comments.

The Manager will have the opportunity to actively contribute to group and team meetings, leading an inter-departmental social media working group as well as brainstorming, developing, and researching concepts to support Cathedral programming. This is a multi-faceted role that works closely with the VP, Cathedral Programming and External Relations. It requires poised interaction with Cathedral staff, board members, government, donors, dignitaries, and celebrities. The Manager should understand and effectively utilize both internal and external research capabilities, including use of the Internet, media databases and other existing and emerging communications resources.

Key Duties and Responsibilities

- Develop and post material on social media platforms.
- Maintain and update Cathedral website.
- Monitor and track online engagement.
- Manage digital marketing for Cathedral events and programs.
- Coordinate video logistics and liaise with Cathedral Productions as needed.
- Assist in the creation of long-form digital content.
- Operate all office equipment.
- Work collaboratively with and serve as liaison with all Cathedral staff and external people.
- Assist VP, Cathedral Programming & External Relations, on specific tasks as needed.
- Process confidential information.

- Represent department to internal and external organizations and vendors, handling many inquiries independently.

The Manager, Digital Communications will be expected to perform other duties as assigned.

#### Qualifications

- Familiarity with multiple online platforms, including Facebook, Instagram, Twitter, and TikTok.
- Demonstrated self-motivation and discipline to regularly set and achieve goals.
- Success in building and expanding relationships.
- Ability to maintain a high level of poise and professionalism in all circumstances.
- A high sense of urgency and unquestioned ethics and professional standards.
- A team player who will successfully integrate into the Cathedral community and community beyond; and contribute to a healthy organizational culture.
- Exemplary interpersonal, written and verbal communication skills.
- Experience successfully utilizing social & electronic media for purposes of outreach and branding and outreach a plus.
- Flexible hours, overtime and weekend hours are required.

*To apply, please send a cover letter and résumé to [jtiebout@stjohndivine.org](mailto:jtiebout@stjohndivine.org).*