

*School Sisters of Notre Dame*

*Atlantic-Midwest Province*

**Position Description**

POSITION DESCRIPTION: Content Specialist

REPORTS TO: Communications Director

SUPERVISES: N/A

ORGANIZATION: School Sisters of Notre Dame  
Atlantic-Midwest Province, Inc.

LOCATION: Baltimore, MD

JOB TYPE: Part-time (24 hours per week), Hourly/Non-Exempt

THE ORGANIZATION:

The School Sisters of Notre Dame (SSND) are members of an international congregation of women religious of the Catholic Church which was founded in Bavaria in 1833. The first sisters arrived in North America in 1847. SSNDs now live and minister on five continents and have their Generalate in Rome, Italy. Their mission is to proclaim the Good News, directing their entire lives toward that oneness for which Jesus Christ was sent. SSND expresses its mission through ministry directed toward education. For them, education means enabling persons to reach the fullness of their potential...they educate with the conviction that the world can be changed through the transformation of persons (SSND Constitution).

The Atlantic-Midwest Province of SSND is one of nine provinces in the congregation. Its nearly 500 sisters minister in a wide variety of ways, serving the mission through full-time or part-time work, volunteer service and through prayer and presence in Canada, England, Italy, South Sudan and the United States. Over 140 Associates committed to the SSND mission across the province engage and integrate the SSND mission in their own lives and communities. The province sponsors or co-sponsors two middle schools, three college preparatory high schools for young women, five learning and career centers, two temporary homes for women in recovery, and a university.

Province staff support development, communications, educational programs, and global networks and commitments to in order to sustain and advance the SSND mission among the sponsored institutions, benefactors, and Associates. The province has administrative and health care centers which serve its members located in Baltimore, MD, Chicago, IL, Waterdown, Ontario, and Wilton, CT.

## POSITION SUMMARY:

The province is seeking an onsite, part-time (24-hours per week) content creator with demonstrated experience online and in print. Must have strong writing skills and be comfortable using a variety of social media platforms. Experience posting stories via a content management system is a plus, as is experience with creating newsletters. The Content Specialist will be expected to foster an understanding of the mission of the School Sisters of Notre Dame in order to effectively represent SSND and work within the culture of the institution. Salary is commensurate with experience, and some paid leave and health benefits will be offered.

## RESPONSIBILITIES:

### **Publications**

- Write or compile and edit stories (using Constant Contact) for a weekly internal email newsletter (AMSSND Friday News).
- Post link to published AMSSND Friday News to internal newsletter archive weekly.
- Cross-post or distribute to other staff any content from the internal newsletter that might also be relevant for social media, the monthly external newsletter, the website, or our yearly external publications (*Blessings*, Stewardship Report).
- Serve on the editorial committees for *Blessings* and the Stewardship Report (once per year for each).

### **Web Content**

- Write (or gather/repackage) and post stories via the content management system (Drupal-based) to the AM website, with the expectation of at least one story a week.
- Each year, interview province Jubilarians (in person or via email) or use the Sisters database to assist in creating bios in PDF form for each Jubilarian (ongoing throughout the year).
- Use Excel to track the status of these bios and post the completed PDF under the Sister's name on that year's Jubilee page.
- Use Airtable to assist in updating the Editorial Calendar and scheduling potential content for social media and the website.

### **Public Relations**

- Format obituaries in the AM Province press release form when they come in and send them to relevant press in the areas where the Sister lived, taught or worked in mission.

### **Reporting**

- Use Constant Contact's analytics tools to track trends in the weekly newsletter and share relevant trends with the team weekly.
- Assist the Digital Media Manager in gathering social media analytics as needed.

### **Social Media**

- Cross-post relevant content from the weekly newsletter to the relevant social channel(s).

- Take an active role in posting other kinds relevant content to social media, too.
- Offer ideas in meetings on social media strategy and assist in implementing the ideas that come out of them.

### **Other Duties**

- Integrate the mission of the School Sisters of Notre Dame into your work environment and content creation (relevant training will be provided).
- Maintain positive relationships with Sisters and staff.
- Contribute in a positive, productive manner in department meetings.
- Provide information to the Communications Director for the department's planning and budgeting processes as requested.
- Assist with province and mission advancement activities as requested.
- Stay current on communications trends, social media platforms and technical software and equipment needed to do your work, including our content management system.
- Attend workshops, in-services and province staff meetings (occasional out-of-town travel may be required).

### **QUALIFICATIONS:**

#### **Must Have**

- Bachelor's degree or equivalent experience.
- Three years' experience in writing and editing content. Newsletter experience is a plus. (Experience gained through college work will be considered.)
- Familiarity with a wide range of social media channels and absolute comfort in using them in a professional manner.
- Experience using Constant Contact or similar email marketing software.
- Strong relationship and networking skills and a professional demeanor.
- Comfort in conducting interviews with a wide variety of people, including those in leadership roles, and sharing the stories you gather in a compelling way.

#### **Good to Have**

- Experience working with InDesign, Photoshop, Spark and other Adobe Cloud products preferred.
- Experience in video production or some part of the video production pipeline is preferred.
- Candidate should be familiar with the School Sisters of Notre Dame or with mission-driven work.

This job description is intended to describe the general nature and level of work required of this position. It is not intended to be an exhaustive list of all responsibilities, skills, or working conditions associated with this job.