



## COMMUNICATION SPECIALIST AND WEBMASTER

### POSITION DESCRIPTION

**TITLE:** Communication Specialist and Webmaster  
**FLSA:** Exempt/Full Time  
**REPORTS TO:** Executive Director of Mercy Education System

**POSITION PURPOSE:** The Communication Specialist and Webmaster supports all functions of communication, internal and external, for the Mercy Education System of the Americas.

#### ESSENTIAL DUTIES AND RESPONSIBILITIES:

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities.

- **Serve as webmaster:**
  - Overall management of CMS website (WordPress) for both the English and Spanish version
  - Post, review, and remove items/updates in English and Spanish to external websites as requested
  - Process, scan, edit, and post photos and graphics as necessary; manage electronic photo file, online photo storage and request for photos and graphic files
  - Manage relationship with website host (GoDaddy) and perform duties associated with host maintenance
- **Facilitate Social Media Presence**
  - Create a social media presence on Twitter, Facebook, Instagram, etc.
  - Create graphics and content for all social media accounts
  - Monitor and maintain presence on social media accounts
- **Link Mercy Education System to the Sisters of Mercy through the use of technology**
  - Communicate with the Institute Communications office and Justice office
- **Other communication items**
  - Assist in developing and maintaining communication policies
  - Serve as the key contact for maintaining all contact databases
  - Prepare publications for electronic distribution
  - Prepare communications for email distribution system (Constant Contact)

## QUALIFICATIONS

- To perform the job successfully, an individual should have the following education, competencies and experience:
  - BA degree in Communications/Marketing or relevant field
  - 3-5 years' experience in related field
  - Enthusiastic and avid social media user with demonstrated communication skills with platforms (such as Facebook, Twitter, Instagram, YouTube, LinkedIn, Google+, Storify) blogs, monitoring sites, social bookmarking sites, etc., and the ability to learn new application systems.
  - Creative thinker who can develop ways to build and promote content.
  - Excellent oral and written communication skills, including proofreading ability
  - Ability to juggle multiple projects and meet due dates while paying attention to detail
  - Experience with Adobe Creative Suite and website content management systems
  - An understanding of Catholic school education and the role of women religious in the Roman Catholic Church and society. Must be comfortable working for a religious organization.
  - Ability to update materials in English and Spanish (with translator's assistance, if not bi-lingual)

### Other:

- The Mercy Education System of the Americas office is located in Silver Spring, MD. The individual hired for this position will have the option to work remotely.
- There may be times where travel is required.

## AMERICANS WITH DISABILITY SPECIFICATIONS

### **Physical Demands**

While performing the duties of this job, the employee is occasionally required to stand; walk, sit; hear; use hands to handle objects. The employee may be required to occasionally bend, stoop, twist and/or lift and carry up to 20 lbs.

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

### **Work Environment**

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, fax machines, and video cameras. Some overnight travel is required. The employee may be required to occasionally push or pull luggage and equipment up to 50 pounds, primarily associated with occasional business travel.

THE PRECEDING IS INTENDED TO DESCRIBE THE GENERAL NATURE AND LEVEL OF WORK BEING PERFORMED BY INDIVIDUALS ASSIGNED TO THIS

JOB. THEY ARE NOT INTENDED TO BE AN EXHAUSTIVE LIST OF THE RESPONSIBILITIES, DUTIES AND SKILLS REQUIRED OF INDIVIDUALS SO CLASSIFIED.

Applicants are to send a cover letter which includes a minimum salary requirement, resume, and 3-5 references by June 15, 2018 to:

Mercy Education Systems of the Americas  
Lisa Griffith, RSM  
8380 Colesville Road, Ste. 560  
Silver Spring, MD 20910

Or email to [lgriffith@sistersofmercy.org](mailto:lgriffith@sistersofmercy.org)