WISCONSIN CATHOLIC CONFERENCE

POSITION DESCRIPTION

November 2026

POSITION: Communications and Outreach Manager

OVERVIEW

Under the supervision of the Executive Director, the Communications and Outreach Manager for the Wisconsin Catholic Conference (WCC) oversees communications initiatives that effectively describe and promote matters related to the beliefs, teachings, interests, and mission of the Roman Catholic Church; provides decision makers with research and analysis; meets with diocesan staff; and educates parishioners. As permitted under Wisconsin Statutes s. 111.337(2), preference is for a practicing Catholic in good standing with a strong commitment to the teachings and traditions of the Roman Catholic Church.

MAJOR RESPONSIBILITIES

The Communications and Outreach Manager reports to the Executive Director and:

1. Assists Executive Director and WCC staff with any project that may require those skills embodied by a communications professional. Advises on effective communication techniques and messaging. Drafts and disseminates WCC communications.

2. Communicates the WCC's positions on various issues and events to diocesan and secular media through news releases and other means, in consultation with the Executive Director.

3. At the discretion of Executive Director, speaks for WCC on matters related to the teachings of the Catholic Church, including speaking to news media, presentations to parishes and other organizations, and is a public representative for the Church's teachings. At appropriate times, arranges WCC press conferences and assists in event planning and execution.

4. In coordination with WCC staff, manages WCC digital media, including website, social media, newsletter, and CRM. Develops and executes innovative programs to identify, contact, educate, and mobilize existing and potential supporters of WCC activities.

5. Develops WCC's ideas and policy objectives into talking points, testimony, op-eds, letters to the editor, position papers, and more. In cooperation with WCC staff, prepares bi-weekly legislative updates, presentations, and other WCC publications.

6. Monitors major Wisconsin news media, social media, and other news sources to provide the Executive Director and WCC staff with recommendations of potential news items in need of response and prepares responses where appropriate.

7. Convenes diocesan communication directors on an ongoing basis to discuss pertinent legislative matters and any other WCC activity that would impact upon diocesan staff. Works closely with diocesan offices to provide assistance and foster inter-diocesan communication.

8. Where appropriate, assists with representing the positions of the WCC to the Legislature, legislative staff, and state agency personnel, providing decision makers with studied positions on social and moral issues, including public testimony before government committees and agencies.

9. Demonstrates excellent verbal, written, analytical, and interpersonal skills.

10. Travels for professional development and to interact with Catholics within Wisconsin's five dioceses. Intermittent daytime and overnight travel are required.

11. Performs other duties and tasks as directed by the Executive Director.

BASIC QUALIFICATIONS

- College degree and/or experience, ideally related to one or more of the following: communications, journalism, marketing, public relations, political science, public policy, Catholic theology, education, or law
- Knowledge of Catholic Social Teaching
- Work with minimum supervision and high degree of independence
- Write and speak clearly and persuasively
- Produce writing that adheres to WCC format and style
- Give and receive critiques openly and generously
- Interact well with diverse individuals
- Analyze problems and offer ethical and practical critiques, as well as policy solutions

PREFERRED QUALIFICATIONS

- Advanced degree and/or experience related to one of the following: communications, journalism, marketing, public relations, political science, public policy, Catholic theology, education, or law
- General knowledge of Catholic institutions
- Graphic design and/or social media experience
- Knowledge of state and federal government, particularly the Wisconsin Legislature
- Spanish fluency (speaking, reading, and writing) is a plus

LOCATION

The role will be on site in our office in Madison, WI with normal working hours from 9:00am - 5:00pm Monday through Friday.

SALARY & BENEFITS

The Wisconsin Catholic Conference offers a robust benefits package including health insurance, dental insurance, parental leave, retirement plans, paid time off, and paid holidays including Holy Days of Obligation. Salary is dependent upon experience.

HOW TO APPLY

Interested candidates should send a cover letter and resume to office@wisconsincatholic.org. Application deadline is Monday, November 30. References and a writing sample may also be requested from candidates selected to interview.