



**Job Title:** Digital Content Associate  
**Department:** Communications

**Job Status:** Regular/Full-time (40 hours/week)  
**FLSA Status:** Exempt

## SUMMARY

As part of Mount Angel Abbey's Communications Team, the Digital Content Associate is responsible for executing the Abbey's social media and communications plan, working in traditional and digital media, and across key social media channels including Facebook, Instagram, YouTube, Twitter, and LinkedIn. This role offers a total immersion into a dynamic Communications Team that serves all the works of Mount Angel Abbey and Seminary. The successful candidate will work closely with fellow team members and colleagues across the organization to employ strategic and creative communications according to the mission and goals of Mount Angel. This role will be instrumental in increasing Mount Angel's digital media presence and visibility among friends and donors, sending dioceses for Mount Angel Seminary, as well as attracting new friends and donors. The successful candidate will be of consistent good humor, an excellent writer, skilled in a variety of social media platforms, ready to cover live events, taking photo and video for same, and able to thrive in a fast-paced environment, regularly working flexible hours and meeting multiple deadlines.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Write excellent copy across all print and digital platforms; this may include but not be limited to short stories, ad copy, social media text, eblasts, press releases, and personality profiles.
- Work with all Mount Angel Abbey & Seminary digital and social media accounts (primarily Facebook, Instagram, YouTube, and Twitter, but may include other social media platforms); with the direction of the Communications Manager and in collaboration with Communication and Development team members, and other department managers as requested, ensure uniform content and tone for landing pages, graphics, and all branded elements within the various media platforms.
- Monitor and reply to comments, DM, email, etc., on the various digital media platforms (initially with supervision).
- Work with Abbey teams across the Hilltop to produce, edit and publish web content consistent with approved branding and usage standards using content management system.
- Strive to meet goals to increase the number of followers on various social media and web platforms by following current best practices for each digital platform.
- Monitor metrics across digital platforms and achieve established goals for growth, optimizing content assets for search engines.
- Provide audio and video content for timely posting of Abbey and Seminary events and promotions.
- Assist with creating and maintaining an annual calendar for social media and marketing.
- Create and manage new content on the Abbey's website (initially under supervision from Communications Manager).
- Track key social media analytics on a monthly basis, including Google Analytics, and present reports to Communications team and others as requested.
- Drive awareness of new social media and web stories by sharing to forums and groups.
- Work with Communications Team to schedule and create multiple email broadcasts per month.
- Performs other duties as assigned in the best interest of maintaining and preserving the mission, vision and culture of Mount Angel Abbey.
- Maintain online sales portal for Abbey and Benedictine Brewery branded merchandise.
- Flexibility and adaptability to aid, as requested, in the completion of other Abbey publications and productions.

## **SUPERVISORY RESPONSIBILITIES**

*May direct the work of monks, volunteers, or work study students.*

## **QUALIFICATIONS**

- Ability to maintain a positive work atmosphere by demonstrating a pleasant and hospitable demeanor and acting/communicating in a manner which facilitates positive working relationships with customers, volunteers, monks, co-workers and organizational leadership.
- Proven excellent written communication skills, and a passion for writing both short- and long-form copy.
- Ability to write in a variety of content styles, and able to write in a variety of voices for different audiences.
- Excellent verbal communications skills for conducting interviews, information gathering, presenting reports, and advancing the goals of the organization in multiple situations.
- Experience preferred in marketing, communications, social media, and brand management.
- Demonstrated familiarity with key social media platforms (e.g. Twitter, Instagram, and Facebook).
- Willingness to contribute professionally with a highly productive and creative Communications Team that serves a broad range of entities across the Abbey.
- An understanding of Catholic theology, monastic life, and seminary, or willingness to learn.
- An ability to consistently demonstrate good judgment, employ practical problem solving initiative, demonstrate effectiveness in the Abbey's work environment.
- Basic, demonstrable abilities in graphic design, photography and videography; proficiency in Adobe Creative Cloud preferred.
- An entrepreneurial attitude.
- Excellent attention to detail and a consistent desire to learn new skills.
- A proactive, service-focused attitude toward all members and entities of Mount Angel Abbey & Seminary.
- An ability to remain calm under pressure and a robust/resilient attitude toward challenge and change.
- An ability to prioritize projects and complete tasks on deadline.
- The ability to work professionally and collaboratively with a team.
- *Must be available for weekend and/or evening work as needed.*
- *Must be able to pass criminal background and drug screenings.*
- Regular and predictable attendance is an essential function of the job.

## **EDUCATION and/or EXPERIENCE**

- A bachelor's degree in Communications, Journalism or Marketing preferred, with three years' experience, OR
- At least five years professional experience using the skills listed above

## **LANGUAGE SKILLS**

Strong verbal and written skills.

## **MATHEMATICAL SKILLS**

Solid basic math skills.

## **COMPUTER SKILLS**

- *Excellent computer skills, including advanced knowledge of Microsoft Office (Excel, Word and PowerPoint); Adobe design and AV software.*

## **CERTIFICATES, LICENSES, REGISTRATIONS**

*Must possess a current, valid Oregon driver's license with a clean driving record in order to be covered on Abbey auto insurance.*

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to regularly sit, stand, bend, stoop, and occasionally reach overhead.
- Will frequently (several times per week) lift small boxes weighing up to 15 pounds.
- Will occasionally enlist assistance in lifting larger objects (i.e. boxes of paper, envelopes, etc.) weighing up to 50 pounds.

**WORK ENVIRONMENT**

Office environment.

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