



CHIEF COMMUNICATIONS OFFICER

NEW YORK, NY

[HTTPS://WWW.TRINITYWALLSTREET.ORG](https://www.trinitywallstreet.org)

THE ORGANIZATION

Now in its fourth century of ministry, Trinity Wall Street Church works daily to fulfil its mission to build generations of faithful leadership, to build up neighborhoods, and to build financial capacity for holy service in New York City and around the world. Its mission is grounded in the core values of faith, integrity, inclusiveness, compassion, social justice and stewardship.

As both a thriving New York City congregation and a global parish, Trinity has ties to communities and ministries seeking to serve and transform the world in Africa, Asia, and across the Americas. Trinity's outreach in downtown New York City includes worship services six days per week at Trinity Church and St. Paul's Chapel, a food program that serves people experiencing food insecurity seven days a week; the Parish Center, a free community space; Trinity Preschool; St. Margaret's House, a 251-unit subsidized apartment building on Fulton Street for elderly and disabled residents; and many additional ministries that promote social justice, confront racism and inequality, and build community. In all our ministries, we endeavor to be good stewards of the gifts we have been given and embody compassion and integrity.

At various times in its more than 300-year history, Trinity Parish has included a total of eleven different chapels. Some were created to serve scattered communicants who followed the general shift uptown in Manhattan. Others were founded to further missionary work in less well-to-do communities. Most chapels still in existence in the 1970s were made independent in 1976. The exceptions were the Chapel of St. Cornelius the Centurion on Governor's Island, and St. Paul's Chapel, which remains an active part of the Trinity parish. In addition, Trinity, sometimes called the "mother of churches," has provided aid to more than 300 churches in the metropolitan area throughout its history.

Today, the small group of Anglicans that founded Trinity Church Wall Street has grown to a community of more than 1,200 members with a long history of ministry both locally and globally. Trinity has given away a portion of the original land grant of 215 acres from Queen Anne to aid other churches and uses what remains to support its ministries. From the founding of a Charity School in 1709, to support for Desmond



Tutu in Apartheid-era South Africa, to a wide variety of programs today, Trinity has evolved to respond to the spiritual and material needs of a changing, interconnected world.

THE POSITION

The Chief Communications Officer (CCO) is an Executive Officer and member of the Senior Ministry Team (SMT) and participates in setting the thematic goals and defining objectives for Trinity Wall Street Church, and for upholding and interpreting Trinity's vision. The position is responsible for communications and marketing mission-driven strategy, crisis management and oversight of all internal and external communications throughout the parish and in relationship with external stakeholders, including external communications and marketing for Trinity's real estate operations

REPORTING RELATIONSHIPS

Reports to: Chief Administrative Officer
Direct Reports (7): Director Communications & Marketing
Director Media Production & Operations
Director Creative Services
Director Content
Archivist
Gift Shop Manager
Executive Assistant

DUTIES AND RESPONSIBILITIES

The Chief Communications Officer will be a leader of exceptional commitment, vision, courage, judgment, and willingness to challenge the status quo. The key responsibilities include:

Communications Strategy, Vision and Leadership

- Lead the development, implementation and evaluation of an integrated strategic communications plan to advance the Church's brand identity; broaden awareness of its programs and priorities.
- Increase the visibility of Trinity Wall Street's accomplishments across key stakeholder audiences including media, policymakers, donors and human rights advocates.



- Create a marketing/public relations strategy that will allow Trinity Wall Street leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers, to favorably position Trinity Wall Street.
- Work cooperatively with Trinity's partners including the Wall Street and Real Estate communities, the Diocese of New York, the Episcopal Church in the United States and the Anglican Communion.
- Serve as communications counselor to Trinity Wall Street leadership to ensure messaging is consistent with the communications strategic plan which in turn supports Trinity Wall Street's strategy.
- Collaborate with SMT colleagues to develop strategic goals and objectives that are aligned with and advance the Vestry-driven values and mission, and provide executive direction and oversight to the management and integration of Trinity's programs, functions, and activities.
- Support Rector in fulfilling leadership responsibilities, and serve as Rector's representative as requested and pursuant to the Trinity Ordinances.
- Foster fellowship and sense of community throughout the Trinity organization in support of Trinity's commitment to collaborative partnerships and mutually supportive ministries.
- In coordination with the Rector and executive colleagues, build and maintain partnerships with local secular leaders, and sustain strong relationships in the Episcopal and Anglican network.
- Perform all duties of Executive Officer, as defined by the Ordinances and Trinity policy and practices.
- Develop and implement strategic internal and external communications plans to protect and enhance Trinity's overall reputation as a faith leader while demonstrating the ways in which its real estate operations complement its faith missions.
- Provide strategic communications advice and counsel to Trinity's leaders, including the Rector and the Vestry members and others as appropriate on issues relating to reputation management, crisis communications, issues that impact the congregation and real estate issues.



Communications Operations

- Oversee development of all Trinity Wall Street communications including internal communications, annual report, marketing/development collateral materials, electronic communications, web site and new media.
- Exercise judgment to prioritize media opportunities, coordinating with the appropriate Center staff to organize and prepare talking points, speeches, presentations and other supporting material as needed.
- Actively engage, cultivate and manage press relationships to ensure coverage surrounding Trinity Wall Street programs, special events, public announcements, and other projects.
- Oversee the day-to-day activities of the communications function including budgeting, planning and staff development.
- Lead and monitor issues management, including emerging issues and positioning, supporting designated Trinity spokespersons and serving as the central point of contact for media inquiries.
- Develop, expand and leverage Trinity's social media and digital presence to enhance the organization's active engagement in the community and communicate relevant social and faith issues to strengthen the Trinity's reputation and brand positioning.
- Lead external and internal communications related to Trinity's programs and outreach in New York and beyond.

Team Development and Representation

- Lead a team 30+ of high-performing communications professionals responsible for developing and implementing internal and external communications strategies and related activities (e.g. speeches, media relations and internal communications, etc.) that support Trinity's faith agenda and organizational objectives.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Advocate for the communications department within the organization and promote the team's advisory value.
- Ensure that expectations of board, staff and leadership are realistic and met.



- Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, conduct annual performance appraisals and administer salary adjustments.
- Adhere to confidentiality rules and all other Trinity Wall Street policies, procedures and rules.

THE QUALIFICATIONS

The ideal candidate would have the following professional and personal characteristics:

- Commitment to the Trinity's purpose, and values and understanding of its culture, history, liturgy and mission.
- Demonstrated excellence in developing and implementing a successful, comprehensive communications strategy for both external and internal audiences across traditional and digital platforms
- Superior media relations and issues management skills
- Proven change agent who demonstrates the ability to get things done through others
- Speaks with confidence and provides value-added communications and issues management counsel to members of a Senior Ministry Team
- Organizational agility and flexibility
- Exceptional written and oral communications skills
- History of raising the bar on performance metrics for the communications function and accountability for the staff.
- Capacity to work with staff, congregation and partners at all organizational levels as colleagues
- Extensive knowledge and experience with development, presentation and management of operating and capital budgets
- Sense of humor
- Strategic and creative visionary with the drive and organizational skills necessary to ensure that strategies are implemented, objectives achieved, and success measured.
- Exceptional writing, editing, messaging, and oral communication skills.
- Principled, ethical, and professional and committed to exceptional work quality and standards.
- A high level of energy and initiative; grace and a sense of humor.



THE EXPERIENCE AND CREDENTIALS

- Bachelor's degree in humanities or communications.
- Master's degree in communications and/or business desirable.
- Demonstrated communications executive with a minimum of 15 years of progressively senior communications and management experience.
- Demonstrated track record of exceptional communications accomplishments in both strategy and tactics.
- Experience leading a communications function in a large, complex organization and is a proven team player.
- Proven track record of developing and leading winning teams that drive results and make an impact

All inquiries, nominations and applications are to be directed to trinity@dubrof.com. Applications should include a letter of interest and resume in MSWORD. Please indicate in your cover letter where you learned of the opportunity. NO PHONE CALLS PLEASE.

Please note that only those candidates invited for screening will be contacted.