

Catholic Campus Ministry at Hampden-Sydney College and Longwood University
Leadership Team

COMMUNICATION

Description:

The ministry of Communication seeks to invite and encourage both Longwood and Hampden-Sydney students to become involved with Catholic Campus Ministry while simultaneously connecting the organization with the world at large. As an overarching, behind-the-scenes ministry, Communications promotes and publicizes the events of the ministry as a whole, helping CCM maintain a regular, consistent, and welcoming presence through digital media. In doing so, this ministry encourages students to practice their Catholic faith and engage with fellow Catholic students on campus.

Duties:

1) Advertising

a) CCM Email

- i) Work with staff to figure out the most important details for the weekly CCM email
- ii) Work with staff to ensure that the contact database is up to date
- iii) Send email promptly at the start of the week to inform the community of what is taking place

b) Social Media

- i) Manage advertising for events and posting pictures from events
- ii) Make 2-3 posts per week.

(1) The only posts that need to be cleared by staff are those based on morals and updates from the campus and/or diocese. If events have already been discussed and scheduled, they do not need to be cleared (though they can always be sent to staff to verify information or check grammar/spelling/presentation if desired)

iii) Come up with one social media campaign per semester

(1) Ideas include: First Day of School, Thanks CCM, Why I love CCM

c) Pulpit Announcements

- i) Create announcements when necessary and submit to staff.

(1) Sunday Brunch, Small Group Sign Ups, Summit, etc.

d) Photos

- i) Collect photos from other Leadership Team members

(1) Store the photos in a place to be shared with staff

2) Welcome Week

- a) All Leadership Team members will participate and lead Welcome Week activities

3) Administration

a) Meetings

- i) Attend all Leadership Team meetings unless significant circumstances intervene
- ii) Attend Leadership Retreat

c) Publicity

- i) Be sure photos are taken at events and posted to ministry media