



U.S. PROVINCE OF THE MISSIONARY OBLATES OF MARY IMMACULATE, INC.

OBLATE SERVICE CORPORATION

JOB OPENING

The Missionary Oblates of Mary Immaculate is seeking candidates for the following employment opportunity:

Position Title: Social Media & AI Manager for Client Engagement

Position Status: On-Site, Exempt/Full-Time in either Belleville, IL, San Antonio, TX or Tewksbury, MA (*possibility for hybrid remote at later date*)

Summary of Description

The Social Media & AI Manager for Client Engagement is responsible for actively managing the Missionary Oblates of Mary Immaculate's online presence across social media platforms such as Instagram, Tik Tok, Facebook, etc. while integrating Artificial Intelligence (AI) tools to enhance engagement, content creation and performance analysis.

This role primarily focuses on representing the organization's voice on social media, interacting with followers, monitoring conversations, and building a strong brand relationship with the online community. This individual will be responsible for promoting Catholicism with current writing from the Pope and Magisterium.

Essential Duties and Responsibilities

1. Organize and Manage platforms and produce daily content that are relevant to the Catholic Faith through the lens of the Missionary Oblates of Mary Immaculate.
2. Shape and maintain the Missionary Oblates distinctive voice across all social media platforms.
3. Develop and implement strategies that integrate AI tools to enhance social media efforts.
4. Utilize AI for tasks such as audience targeting, trend prediction, content drafting and analytics to optimize strategy, automate tasks, and improve the follower's experience.
5. Utilize AI-driven tools for social listening and personalized interaction with followers.
6. Use AI to identify emerging trends and opportunities for proactive content development.
7. Raise public awareness of the Missions and the Ministries of the Missionary Oblates using A-I and social media platforms.
8. Assist the Vocation efforts for the Missionary Oblates by utilizing social media outlets
9. Develop and implement data-driven strategies that align with the Missionary Oblates of Mary Immaculate.
10. Work with the Oblate Charismatic Family Director to push out related content to the Charismatic Family monthly

11. Work with the Missionary Oblates Support Office Managers to push out content to Oblates Priest and Brothers weekly.
12. Create content to engage youth and young adults through social media and AI engagement.
13. Respond to comments, messages and mentions promptly.
14. Address community concerns and foster positive interaction while building positive relationships
15. Create and manage strategies to attract new followers and expand our reach on social media platforms.
16. Proactively address negative feedback and manage the reputation of the Missionary Oblates.
17. Proactive in staying ahead of AI advancements in social media.
18. Other duties as required.

Education and/or Experience

Bachelor's degree in social media management, digital marketing, media communication, computer science or affiliated major, with 3+ years of experience in social media management in a non-profit setting preferred.

Skills and Qualifications

- Excellent understanding of social media platforms, best practices, and digital marketing strategies.
- Familiarity with AI tools and platforms used in social media management, content, engagement, and analytics.
- Proficiency in MS Word, Excel, Outlook required.
- Proficiency in Python, SQL or JavaScript.
- Demonstrated experience with social media platforms (Facebook, Twitter/X, LinkedIn, Instagram, etc.)
- Ability to use and work with WordPress required, HTML and CSS, preferred.
- Ability to read, track and interpret website data (Goggle Analytics or similar), preferred.
- Bilingual English and Spanish skills, (reading, speaking), preferred.
- Strong organizational skills, required.
- Demonstrate sharp attention to details in work, required.
- Excellent editing, proofreading, and listening skills, required.
- Ability to meet deadlines, required.
- Ability to work as a collaborator, required.
- Ability to work with a wide range of people, required.
- Knowledge of the Roman Catholic Church and philosophy with the ability to learn about the Charism of St. Eugene and his writings, our Constitutions and Rules, and the Oblate History in the USA.

Interested candidates should send resume to: Diann Donjon at ddonjon@omiusa.org or Magda Valdez at mvaldez@omiusa.org