



ORDO FRANCISCANUS SAECULARIS

Consilium Internationale
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Prot. N. 3085

Rome, August 22, 2018

Dear brothers and sisters

Peace and good,

The OFS General Chapter held in Rome in 2017 decided to establish a permanent International Office of Communication which will be staffed with professionals possessing the requisite skills in communications, website/social media management and publishing. This Communication Office should implement this strategy and work on continuous and effective communication within (with the CIOFS Presidency members and OFS members around the world) and outside of the Order (with the rest of the Church and with the society).

This Office is responsible for¹:

- Developing an international communication strategy for the OFS;
- 1) Performing media relations and issuing News Releases on specific events providing the OFS with a common voice that reflects its Franciscan vocation and mission (e.g. refugee crisis, natural disasters, etc.);
 - 2) Managing the CIOFS website and social media;
 - 3) Developing promotional material for the OFS (e.g. posters, flyers, videos, etc.);
 - 4) Publishing an international newspaper (electronic and hardcopy); and
 - 5) Creating and maintaining a database of international and national contacts.

We are asking you to spread this request among our brothers and sisters in the order trying to find professional volunteers in the following tasks:

- 1- media relations specialist**
- 2- webmaster**
- 3- social media specialist**
- 4- editor**
- 5- copy editors (in each original language)**
- 6- graphic designers**

¹ Points 1-2 refer to communication outside of the Order, and points 2-5 refer to communications within the Order.

- 7- **writers**
- 8- **photographers**
- 9- **videographer**
- 10- **translators**
- 11- **field reporters and field photographers**

JOB DESCRIPTIONS

1- **media relations specialist**

- Develops media contacts.
- Contacts media with story ideas.
- Sends approved news releases/stories/images to media
- Fields media queries; keeps chair (who is a Presidency councilor informed); responds as appropriate
- Skills: PR and writing experience; news release experience; knowledgeable in print, broadcast and internet media.

2- **Webmaster**

- Helps maintain and update website.
- Oversees IT team.
- Works with contributor team.
- Skills: experience in managing websites; understands marketing/public relations/informational value of web site; sufficient knowledge of web development to coordinate with tech support and coders.

3- **social media specialist**

- Experience in creating, maintaining social media presence. Knowledgeable in current major social media outlets and able to quickly adapt to changing and evolving forms of social media. Works with authorized contributors for each platform.

4- **editor**

- Vox F., other special publications
- experience in and knowledge of writing articles, editing articles, photo composition and quality, design and design/coordination of publications. Knowledge of operations of CIOFS and the Order.

5- **copy editors**

(one in each official language)

- Knowledge of good writing, journalism, language use and grammar. Proofread content for clarity and spelling/grammar. Edit content for clarity and translatability while not changing the message.

6- **graphic designers**

- Design print and digital publications, brochures, ads, logos, marketing pieces, etc. Experience in effective and creative design in different formats. Knowledgeable in professional design software, such as Adobe Creative Suite.

7- **writers**

- Write news articles, feature stories, and content for magazine, brochures, ads, marketing pieces, etc. Also write scripts for video production. Experience in writing, especially journalism; and/or copy writing (writing for ads and marketing pieces). Knowledge of the components of good journalism and marketing.

8- Photographers

- Shoot photos at major events and on assignment (such as to illustrate a feature story).
- Experience in producing professional-quality images.
- Knowledge of RAW and high-quality JPEG formats. Knowledge of creative photo composition. Use good quality camera (digital SLR) that produces high resolution images. Helpful to know professional photo software, such as Adobe Creative Suite's Lightroom and Photoshop.

9- Translators

- Translate articles and content from at least one language to another. Bi- or multi-lingual in the official languages. Understand the need to try to remain true to the message and style of the original language while ensuring readability and clarity in the target language.

10- Videographer

Video production as needed. Experience and knowledge in use of high quality video camera, and video production. Familiarity with video/audio editing and use of professional grade software such as Adobe Premier. Able to work with scriptwriter and/or project leader.

11- field reporters and field photographers

Secular Franciscans with experience and skills in journalism and photojournalism should cover significant OFS-related events and human interest topics in regions around the world. Each national fraternity could, for example, recruit field reporters/photographers.

For reporters, the emphasis is on good reporting and feature-style writing. Stories or articles should clearly convey the scope and impact of an event (or human interest topic), with quotes from speakers or interviewees used to enhance or round out the story.

For photographers, the emphasis is on high-resolution images, and good, creative composition. Avoid boring "stand them up and shoot them" photos. If posing a person or persons for a photo, be creative. Shoot from different positions – for example, from close up, from various angles (high, low, left, right).

It is possible that one person can fit many of these skills.

We cannot accept all propositions submitted since they are coming from many countries so a selection will be made upon on years of experience and availability.

Would you please spread this request among all fraternities in your country and try to find out some volunteers for the tasks cited before, and reply by MAXIMUN September 15th 2018 (your reply should be sent to this email address: m.janian@lgu.edu.lb ONLY) in filling the following table with all necessary details:

Task number	country	Name	Language	Email	Availability	Years of experience
1						
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Fraternally

Michel JANIAN

