

POSITION TITLE: Director – Marketing & Communications
MISSION: Development
PROGRAM: Development
STATUS: Full-Time /Exempt
SUPERVISES: NA
REPORTS TO: Chief Development Officer
EFFECTIVE: 12/01/2019

This job description is subject to review and change at any time.

JOB SUMMARY

Responsible for building, developing and execution of all marketing and communications strategies for the agency to increase Catholic Charities' (CCD) public visibility and strengthen our credibility for fundraising and community support.

ESSENTIAL DUTIES & RESPONSIBILITIES

Marketing

- Clearly Communicates the CCD mission, vision and purpose
- Builds, develops and manages marketing and communications strategies
- Creates and directs the design, development, implementation, generation and distribution of all marketing and communications products, services and marketing collateral including those in traditional and digital platforms.
- Writes, edits and updates content on the agency website and social media outlets.
- Develops content, designs, and distributes print material.
- Manages, strengthens and markets CCD brand
- Manages or performs video and photo needs

Social Media:

- Maximize the use of social media to tell the CCD story, cultivate donors, enhance CCD's image, communicate information and market events and giving opportunities
- Create and manage a calendar of social media informational and mission-oriented posts

- Create and repurpose content particular to each social media channel
- Establish consistent pattern and number of posts on various channels
- Add a significant number of new followers/subscribers for each channel
- Curate stories and information from programs for consistent mission-oriented posts
- Write, edit and update content on each social media platform, posting and removing information in a timely manner
- Use social media channels to support and conduct giving campaigns
- Use social media to drive traffic to CCD website
- Establish metrics to evaluate productivity of social media platforms
- Conduct social media audit to ensure best practices are being used

Website management:

- Administration, design and content management of the agency website
- Prioritize CCD mission, character and program content
- Tells stories - feature programs, services, clients and employees
- Maintain fresh content on website
- Integrate social media and website content.
- Use website for funding campaigns
- Make full use of videos and pictures
- Use videos to communicate – talking head/interviews/ testimonials, etc.
- Increase our internet visibility
- Analyze digital data to inform recommendations about website optimization

Email:

- Create and manage a calendar of informational, fundraising and mission-oriented emails to general and targeted audiences
- Design and create informational, fundraising and mission-oriented emails
- Use regular mission-oriented emails to inform, engage and inspire donors and potential donors.

Public Relations:

- Plan and implement PR strategies for the agency

- Manage inquiries from the media, individuals or other organizations
- Write and distribute press releases and targeted media
- Organize press conferences as needed
- Serves as external spokesperson for agency when needed.

OTHER DUTIES:

- Adheres to applicable professional and agency Codes of Ethics.
- Assists with the development, implementation and execution of the strategic marketing plan for CCD.
- Supports the Mission, Values and Vision of Catholic Charities.
- Additional duties as assigned by supervisor.

EDUCATION & TRAINING:

- Bachelor's Degree Marketing, Communications or a related field required.
- Three plus years relevant marketing & digital experience.

KNOWLEDGE, SKILLS & ABILITIES:

- Superior written communication skills; ability to write clear, structured, articulate, and persuasive articles and copy (Note: includes strong editing skills).
- Superior computer and design skills: in Adobe Creative Suite, InDesign, Photoshop, WordPress, Microsoft Office Suites and graphic software packages. Proficiency in HTML, CSS and JavaScript. Familiarity with Google Analytics. Experience with Raiser's Edge a plus.
- Have current knowledge of key areas of marketing (SEO, social media, content marketing, email marketing)
- Develop consistent "voice" for the organization and ensure that brand messaging is consistent
- Plan and manage time effectively; be able to juggle multiple projects at the same time
- Utilize correct grammar and spelling in all postings and on website; secure high-quality photos and videos for use in posts or on website
- Work collaboratively with program directors or designated liaisons to stay current on programs, events, etc.
- Be self-motivated to carry out role in highest
- Knowledge of video and picture editing software

- Incredible attention to detail

OTHER REQUIREMENTS: (background check, driving record, language, physical)

Background Check: This position requires a criminal background check

Physical demands: N/A

Driving Record: N/A

Health: pre-employment drug screen is required

Language requirements: Bilingual English/Spanish preferred

Employee Signature

Date