

Senior Director – Marketing and Communications

The Senior Director of Marketing and Communications is a strategic leader responsible for shaping and executing a comprehensive, mission-driven communications and marketing program that advances the organization's visibility, impact, and growth. This role oversees brand strategy, public relations, digital engagement, storytelling, and internal communications to ensure consistent, compelling messaging across all channels.

Reporting to the CDO, the Senior Director partners closely with development, programs, and external stakeholders to elevate the organization's profile, strengthen community awareness, and support fundraising and efforts. The role requires a balance of high-level strategy and hands-on execution, with a focus on translating complex social issues into clear, persuasive narratives that inspire action and support.

Key priorities include building and protecting the organization's brand, expanding media and community presence, leading integrated campaigns, and developing a high-performing communications team.

The ideal candidate is a collaborative, results-oriented leader with deep experience in nonprofit or mission-based communications, strong judgment, and a passion for advancing social impact.

Key Responsibilities

- Collaborate with the Chief Development Officer to develop and implement a comprehensive marketing and communications plan
- Serve as the organization's steward of brand strategy, messaging, voice, and visual identity across all internal and external communications channels
- Develop and implement communications strategies for major fundraising campaigns, events, donor stewardship initiatives, volunteers, special fundraising initiatives, clients,
- Design and distribute CCD Annual Report
- Manage external partners, agencies, freelancers, printers, photographers, videographers, and other vendors, to ensure quality, consistency, and timeliness
- Identify opportunities to strengthen CCD's storytelling, digital engagement, constituent experience
- Oversees public relations and manages all media inquires
- Lead email marketing strategy, segmentation, audience targeting, and performance improvement efforts to strengthen donor engagement, campaign effectiveness, and response rates. HubSpot experience is highly preferred.

- Own website strategy, governance, and ongoing optimization to ensure CCD's digital presence is current, compelling, user-friendly, and aligned with organizational and development objectives
- Support and assist development team programming and events

Qualifications

- Bachelor's degree in communications, marketing, or a related field required
- 10+ years of experience in marketing and communications

Knowledge, Skills, and Abilities

- Superior communication skills, both oral and written
- Strong familiarity with typical office software (Microsoft Office Suites, Apple Software Platform), graphic software packages (Adobe Creative, InDesign, Photoshop), social media outlets (Facebook, Instagram, Twitter), and website platforms (Word Press)
- Ability to meet established plans, goals, deadlines, and objectives
- Strong initiative and ability to manage multiple, competing priorities
- Works well both independently and collaboratively under on several projects concurrently
- Possess organizational and creative thinking skills; attention to detail is imperative
- Demonstrates high energy level and flexibility, pleasant persona coupled with sound judgment; flexible, discreet, and able to maintain confidential information
- Proactive problem solver and knowledgeable of correct protocol for specific situations
- Eagerness to stay current on trends and developments in communications and marketing

This is a full-time, exempt position with benefits. Salary commensurate with experience.

How to Apply:

To be considered for this position, please send a cover letter and resume to Catholic Charities at marketing@ccdallas.org. In your cover letter, please share why you feel called to advance the mission of Catholic Charities Dallas and how your experience has equipped you for this role. We welcome your interest and look forward to learning more about you.

Interviews conducted as needed.