



Job Title: Director of Marketing & Communications

Reports to: Executive Director

Position Summary:

The Director of Marketing and Communications (DMC) reports to and works closely with the Executive Director to drive marketing and communications strategies to enhance and strengthen the position of the Catholic Community Foundation to effectively engage Catholic donors, parishes, schools, and nonprofit ministries across the Archdiocese of New Orleans.

We are seeking a self-motivated, creative marketing professional to oversee all online and offline communications with multiple audiences. This individual will implement strategic marketing efforts, communications, programmatic support, and media relations. These include our Lifetime of Generosity digital legacy seminars, local #iGiveCatholic campaign, direct mail, special events, annual report, video productions, and other donor-centric communications.

Position Responsibilities:

Catholic Community Engagement

- Implement a marketing and communications strategy to build stronger relationships and engagement with the foundation through regular and targeted communications.
- Plan and implement the foundation's events and develop new opportunities for engagement with the foundation.
- Work with all staff to support their events with marketing, communications, and other duties, as needed.
- Act as our brand's shared voice, working to inspire community engagement, generosity, and philanthropy. Lift up the CCF's position in Greater New Orleans community.
- Coordinate stories, speaking opportunities, and ad placements for the CCF.
- Lead the foundation as the head story teller of philanthropic impact and generosity.

Programs - #iGiveCatholic

- Serve as lead and provide day-to-day oversight of #iGiveCatholic in New Orleans.
- Conduct trainings and provide support to participating local organizations.
- Promote #iGiveCatholic through media appearances and marketing.
- Create design and presentation elements, as needed.

Marketing and Communications

- Ensure messaging, branding, and content are accurate, consistent, and current in terms of purpose, positioning, image, and voice.
- Oversee web and social media content, design, and updates including Facebook, Twitter, LinkedIn, and YouTube.
- Write, maintain, and deliver accurate and quality copy and design for all collateral pieces, including but not limited to brochures, invitations, advertisements, press releases, videos,

print newsletters, e-newsletters, annual reports, website, direct mail communication, speeches, and news articles.

- Implement effective media relations, including the sourcing of relevant stories and promotion of major accomplishments, to foster positive, ongoing relationships with key representatives of the Catholic and local secular print and broadcast media.
- Develop measures of productivity and effectiveness of projects to improve efficiency.
- Conduct base research and analysis and develop evaluation tools to determine current and future marketing strategies.

Donor Education

- Assist the CCF in conducting seminars and other educational events to engage Catholic donors and the community.

Requirements:

- Education: Bachelor's degree in marketing, communications, or related field.
- Experience: 5-7 years of proven expertise in the marketing/communications field, including all aspects of the discipline (print, electronic, video production, web, advertising, social media, and events).
- Knowledge, skills, and competencies: Exceptional written, oral, interpersonal, and presentation skills. Strict attention to details. Strong ability to manage multiple deadlines and to work collaboratively and across teams. Demonstrated ability to foster relationships with diverse populations, key constituents and media. Knowledge of and experience in the fundraising and development community and donor engagement strategies. A commitment to the mission and vision of the Catholic Community Foundation. PR and media experience a plus.
- Demonstrable computer literacy: MS Office Suite, Canva, Adobe Suite (Photoshop, InDesign, etc.), Google Analytics and web content management tools. Graphic Design/Layout experience a plus.
- Impeccable integrity, confidentiality, and a positive, "can do" attitude.

The comprehensive benefits package includes:

- Family-friendly Healthcare Insurance for Employees: Medical, Dental, and Vision
- Retirement Program
- Generous holiday schedule and Paid Time Off
- Job specific training opportunities
- Competitive salary commensurate with experience

TO APPLY:

Please submit a combined .pdf of your cover letter and resume, as well as four (total) writing and graphic design samples, to Pam Richard at prichard@ccfnola.org.

Deadline to apply: February 21, 2022