

**ARCHDIOCESE OF CINCINNATI
POSITION DESCRIPTION**

POSITION TITLE: Development & Stewardship
Communications Manager

EFFECTIVE DATE: 7/2023

DEPARTMENT: Stewardship

POSITION SUMMARY:

The Development & Stewardship Communications Manager leads all marketing and communications activities for the Stewardship Department, with a primary focus on the Catholic Ministries Appeal (CMA), Catholic Community Foundation (CCF), the Stewardship Pathway for Beacons of Light, and Parish Stewardship and Development initiatives.

CREDENTIALS & EXPERIENCE:

Strong marketing, communication, copy writing, and graphic design skills to effectively present stewardship activities and campaigns to a variety of audiences. Ability to communicate and inspire generosity in the context of Catholic teaching. Ability to research and incorporate Catholic stewardship and Church-related resources (e.g. Scripture passages, Church documents, quotes from Saints, etc.) when developing content.

Experience developing and publishing content across a variety of communication channels: print, websites, social media, blog posts, feature stories, videos, infographics, etc. Requires working knowledge of computer skills. Experience with desktop publishing software (e.g. Adobe InDesign, Photoshop) and WordPress website builder a plus.

Strong organizational and analytical skills and ability to multi-task, set priorities and allocate time. Self-starter, ability to work independently and with a team.

Must be a practicing Roman Catholic. Bachelor's degree preferred. Minimum of three years of experience in a related professional environment. Experience in a non-profit development office a plus.

REPORTS TO: Director of the Stewardship Department & Chief Development Officer

DUTIES & RESPONSIBILITIES:

- 1.* Manage all marketing and communication efforts for the Stewardship Department, Catholic Ministries Appeal (CMA), and Catholic Community Foundation (CCF).
- 2.* Develop and lead the process to implement an Annual Communications Plan for the Stewardship Department.
- 3.* In coordination with the Director of Development Operations, develop annual marketing plan for the Catholic Ministries Appeal (CMA) and produce all CMA materials.
- 4.* Coordinate communication with ministry beneficiaries on how appeal and campaign funds are being used and develop stories/reports for publications and donor meetings.
- 5.* Update and manage stewardship department webpages and social media.
- 6.* Work with the Communications Department for coordinating stewardship content in The Catholic Telegraph and on Archdiocesan social media outlets.

- 7.* Manage projects with external freelance writers and printing vendors.
- 8.* Assist with communication relating to the Stewardship Pathway for the Beacons of Light process and the development of stewardship resources for the Families of Parishes to utilize.
- 9.* Manage communication for the Catholic Community Foundation (CCF) and *One Faith, One Hope, One Love* campaign (newsletters, bulletin inserts, blog posts, reports, etc.).
- 10.* Assist with donor relations communication to help resolve various situations (e.g. credit card updates, delinquent pledges, etc.).
- 11.* Develop materials for special events (e.g. Invitations, Reply Cards, etc.).
- 12.* In coordination with other department staff, produce the monthly Stewardship Email Newsletter to parish leaders and staff.
- 13.* Provide support to the archdiocesan videographer and photographer to produce stewardship-related marketing content (e.g. annual CMA videos and imagery).
- 14.* Develop marketing materials for campaigns, appeals, and special giving days at parishes, schools, and ministries that the Stewardship Department is working with.
- 15.* Other duties as assigned by the director.

ADDITIONAL REQUIREMENTS:

1. Occasional evening and weekend work for special events and meetings.
2. Availability for travel to all regions of the Archdiocese.
3. A valid driver's license and use of one's personal automobile for local travel.

SUPERVISION RECEIVED:

Works under the direction of the Director of the Stewardship Department & Chief Development Officer

SUPERVISION EXERCISED:

Vendor and independent contractor/freelancer relationships

***DENOTES ESSENTIAL FUNCTIONS OF POSITION**

TERMS OF EMPLOYMENT: Salary 7 hours per day 35 hours per week
260 Days 12 months

ORGANIZATIONAL RESPONSIBILITY:

Employees of the Pastoral Center of the Archdiocese of Cincinnati will have knowledge of the Catholic faith, a willingness to work for a Catholic, faith-based agency and adhere to the policies of the Archdiocese of Cincinnati. Employees will not publicly oppose the teachings of the Catholic faith nor publicly advocate for any position in conflict with Catholic teaching, or the specific positions of the Archdiocese of Cincinnati or the United States Conference of Catholic Bishops. This requirement includes any public speech, demonstration or writing including the use of social media or other digital technologies.

Employee Signature

Printed Name

Date

Supervisor Signature

Printed Name

Date