



Director of Mission Advancement Position Description

General

- Exempt, full-time
- Reports to Director of Administrative Services
- Communicates and promotes the mission of St. John the Baptist Parish and School

Primary Function

The Director of Mission Advancement serves to promote the mission of St. John the Baptist Parish and School through the use of contemporary communication and marketing strategies with the goal to engage, evangelize and grow discipleship within our faith community. Working collaboratively with parish and school leadership this individual will promote financial stewardship and fundraising efforts.

General Responsibilities

1. Communications and Marketing
 - a. Coordinate internal and external communications of the parish and school to ensure consistence and continuity.
 - b. Prepare special interest parish and school news stories and disseminate for publication through both print and electronic media.
 - c. Manage all electronic communication channels (e.g. mass email, website, parish app, social media)
 - d. Prepare promotional and advertising material for all major parish and school events, and activities to increase participation and generate enthusiasm for our parish mission.
 - e. Working collaboratively with staff and ministry leaders, monitor the parish and school website to ensure content is current and engaging.
 - f. Ensure adequate publicity for all parish and school events.
 - g. Provide marketing and communication assistance to staff, volunteer committee members and ministry leaders.
 - h. Produce print communications as needed
 - i. Contribute to weekly bulletin
2. Development
 - a. Provide leadership and establish continuity for all fundraising and development activities for the parish and school.
 - b. Collaborate with the School Board Marketing sub-committee to create and implement a student recruitment program in order to increase student enrollment and maintain prospective student and family interest.
 - i. Develop school promotional materials.
 - ii. Assist with school open houses
 - c. Work with the Finance Council and School Board to plan, develop and implement an annual direct mail appeal and other special fundraising campaigns.
 - d. Coordinate and execute grant writing.

3. Administrative
 - a. Maintain familiarity with archdiocese marketing, communications and stewardship resources.
 - b. Attend and actively participate in staff, Stewardship Committee and School Board Marketing meetings.
 - c. Attend conferences and in-person meetings as directed by Pastor or Director of Administrative Services.
 - d. Maintain the school alumni database.

Skills, Knowledge and/or Abilities

1. Commitment to and understanding of the mission and teachings of the Catholic Church.
2. Show initiative and ability to work independently.
3. Ability to multi-task and prioritize workload.
4. Ability to communicate with and offer assistance to parish and school staff and volunteer committees.
5. Knowledge and ability to maintain accurate records.
6. Ability to maintain confidentiality.
7. Ability to learn and work competently with a variety of software programs and systems.
8. Knowledge of personnel policies and procedures.

Education, Training and/or Experience

1. Bachelor's degree in Marketing, Communication, Public or Media Relations desired.
2. Superior writing and oral communication skills.
3. Minimum of three years' experience in marketing, media and/or communications related field.
4. Familiarity with publishing software.
5. Knowledge and ability to effectively use social media.
6. Experience with event coordination.
7. Ability to work cooperatively and meet deadlines.