

POSITION ANNOUNCEMENT

THE CATHOLIC DIOCESE OF CLEVELAND

DIRECTOR OF ANNUAL APPEALS FOR THE CATHOLIC COMMUNITY FOUNDATION

FULL-TIME, EXEMPT STATUS POSITION

The Organization

The Catholic Diocese of Cleveland was founded on April 23, 1847. Under the Leadership of the Most Reverend Edward C. Malesic, Bishop of Cleveland, it is the twenty-third largest diocese in the United States. The diocese encompasses the counties of Cuyahoga, Summit, Lorain, Lake, Geauga, Medina, Wayne and Ashland. There are just under 700,000 Catholics in the Diocese, and Catholic Charities - Diocese of Cleveland is one of the largest diocesan systems of social services in the world. There are 185 parishes, 107 Catholic schools, 1 pastoral center and 1 mission office within the diocese. The cathedral is the Cathedral of St. John the Evangelist, located in downtown Cleveland. Members of the diocesan staff support the Bishop in ministering to the people of God by working together to provide vision, leadership and service to continue the mission of Jesus to transform the world. As a community, they are committed to live by the values of faith, dignity, stewardship and justice.

The mission of the **Catholic Community Foundation** is to foster faith-based stewardship in the community for the spiritual, educational and charitable needs of all.

Please go to our website, www.dioceseofcleveland.org, for more information about the mission, persons, and ministries of our diocese.

The Position

Under the direction of the Director of Development, the Director of Annual Appeals supports the mission and strategic objectives of the Catholic Community Foundation (CCF) by planning, directing and executing the Foundation's Annual Appeals, including all direct and digital marketing, in-pew, and telefunding operations. In addition, works as a liaison between the Foundation and Catholic Charities Board of Directors.

Responsibilities

Duties and responsibilities include but are not limited to:

- Plan and implement the CCF's Annual Appeal program, including solicitation letters, acknowledgment letters, emails, social media and general correspondence, in addition to maintaining budgets associated with Annual Appeals. This includes selecting the audience criteria for data extractions and analyzing results.

- Develop strong, positive relationships with priests, parish leaders and volunteers, whose involvement and support are critical to the success of the Annual Appeal program(s).
- Facilitate the development, production, and delivery of all marketing and communication collateral materials, videos, programs, and events supporting the Annual Appeals.
- Coordinate and manage vendor relationships with printers, mail houses, consultants and freelance designers/writers. This includes having appropriate oversight inventory in-house and at mail houses in support of both Annual Appeal and CCF direct mail operations.
- Direct telefunding operations in support of Annual Appeals, particularly the Catholic Charities Annual Appeal.
- Coordinate the personal solicitation, stewardship and acknowledgment of donors at the leadership level (currently defined as gifts of \$2,500 or more) in partnership with the Director of Development, Relationship Managers and Executive Director.
- Supervise the Development Associate and Assistant Director of Annual Appeals.
- Participate in the creation of online donation pages and appeal specific web pages. Help streamline technology solutions utilizing existing CCF/diocesan customer relationship management (CRM) systems to enhance and improve donor acquisition and retention. Test, monitor and analyze donation page results to improve the pages over time.
- Promote recurring giving through both offline and online channels.
- Respond to donor inquiries and questions in support of Annual Appeals.
- Other duties as assigned.

Qualifications

- Practicing Catholic in full communion with the Church, who is committed to the teachings, values and traditions of the Catholic Church.
- Knowledge of and compatibility with the mission of the Catholic Church, and strong working knowledge of the Catholic parish structures and organizations, the Church's ministerial and pastoral work, and Catholic identity
- Bachelor's degree in advancement, marketing, communications, public relations or relevant field.
- Fluency in donor database management software

- Extensive fundraising experience, with at least five years of annual appeal or related development experience
- Availability to work evenings and weekends when necessary.
- Ability to utilize and leverage technology to develop and manage sophisticated data and support operations
- Must be an active member of a parish community.
- Organizational ability to manage multiple initiatives simultaneously.
- Persuasive communication skills, including strong verbal and written ability, keen listening ability and knowledge of trends in donor relations.
- Reliable transportation for travel throughout the 8 counties of the Diocese of Cleveland.

Please submit cover letter, resume, and contact information for three (3) professional references and completed Diocese of Cleveland Employment Application to jdamico@dioceseofcleveland.org. In the subject line, please enter: "Director of Annual Appeals". Position will remain open until filled. Formal review process of all complete submitted materials to identify candidates for interview will begin on June 18, 2021.