

## **POSITION DESCRIPTION**

**TITLE:** Associate Director of Stewardship and Development

**DEPARTMENT:** Stewardship and Development

**SUPERVISOR:** Executive Director of Stewardship and Development

**POSITIONS SUPERVISED:** Gift Acceptance Processing Specialists

**STATUS:** Full Time, Exempt

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### **POSITION PURPOSE/NATURE AND SCOPE**

Rooted in the diocesan mission to *Courageously Live the Gospel* and approaching Stewardship & Development with the foundation of the USCCB's pastoral letter "*Stewardship: A Disciple's Response*". Working collaboratively with other members of the Stewardship and Development and Pastoral Center teams to foster Stewardship as a Way of Life, the associate director supports and manages the comprehensive stewardship and resource development efforts, activities, programs and functions for the Office of Stewardship and Development, Gift Acceptance and the Catholic Foundation of the Diocese of St. Petersburg under the general direction and supervision of the Executive Director.

In collaboration with the Bishop, Executive Director, diocesan and parish leaders, the associate director will continue to facilitate the ongoing development of an overall vision for stewardship and resource development.

Responsibilities primarily include the areas of:

- Catholic Foundation Accounting
- Gift Acceptance
- Catholic Ministry Appeal
- Planned Giving and Stewardship Formation

### **MAJOR DUTIES AND RESPONSIBILITIES**

- Provides vision and leadership in defining and implementing the plan of action for a parish-based, diocesan-wide annual appeal campaign including but not limited to: theme development, direct mail solicitation letter, brochure, pledge vehicle, poster, video, bulletin inserts, and training materials. Incumbent is expected to: write, design, print, and distribute campaign plans, materials and training aids each year for written commitments for the annual diocesan wide Catholic Ministry Appeal; conduct training for parish leaders and encourage parishes to increase their efforts in engaging greater participation in support for the ministries of the diocese.
- Manages, prepares and oversees distribution of appropriate materials, coordinates with vendors, coordinates with diocesan offices in reporting results for annual campaign programs and initiatives.
- Initiates and maintains internal and external communication.
- Plans and executes an approved plan to market the annual campaign to pastors, parish and school staff, and to the wider community within the five county Diocese of St. Petersburg.
- Analyzes results of efforts to evaluate effectiveness of messaging, delivery, and local giving trends. Utilizes results to recommend actions and activities designed to maximize redemption.
- Manages the budget in compliance with diocesan policies. In collaboration with the Executive Director of the Catholic Foundation, develops and prepares the Catholic Foundation budget. In collaboration with the Executive Director of Stewardship & Development, prepares and develops the Development and Gift Acceptance budgets.

- Works with Executive Director to provide parishes, schools and appropriate ministry offices with opportunities for stewardship education and formation, including planned giving efforts, workshops, full-day retreats and ongoing e- and print material distribution.
- Coordinates and solicits sponsors for key events hosted by Stewardship & Development, the Catholic Foundation or through the Bishop's office or Chancellor's offices.
- Serves as supervisor of the Gift Acceptance department, guiding and scheduling workflow, team member training, and oversight of cash acceptance.
- Develops and establishes ongoing process for database management and tracking report processes including tracking, scanning and parish follow-up for returned mail and NCOA reporting.
- Works with Accounting/Finance to develop new cash acceptance protocol and process, and trains processing staff on implementation.
- Administers matching gifts, IRA donations and stock transactions for diocesan entities
- Maintains confidentiality when dealing with donor records, parish assessments and campaign efforts
- Develops and maintains protocol manuals for all Gift Acceptance functions
- Attends and contributes to development collaboration meetings
- The Associate Director is expected to be loyal to and supportive of the teachings and tenets of the Roman Catholic Church and the Bishop of the Diocese of St. Petersburg. This is accomplished by serving as agent of the Church and Bishop. Incumbent favorably represents the Bishop and His vision to pastors, employees, parish leaders and other diocesan leaders and never contradicts Church teaching in word or action.
- Other duties as assigned by the supervisor

#### **COLLABORATIVE RELATIONSHIPS:**

- The Associate Director collaborates with the Executive Director in developing a collaborative campaign and appeal plan to maximize overall donor retention and new donor cultivation and provide funding for diocesan and parish needs. This position provides the daily operational support to the parishes in the execution of the annual campaign.
- The Associate Director interacts with donors and potential donors, pastors, parish staff and volunteer committees, diocesan administration and staff, and members of the community.
- The Associate Director collaborates with the Executive Director in developing and executing a plan ongoing stewardship formation for diocesan and parish needs.
- The Associate Director collaborates with Finance and Accounting to assure gift acceptance protocol is maintained efficiently, ensuring gifts are utilized as per donor wishes to the best of our ability.
- The position is directly accountable to and annually evaluated by the Executive Director.
- The Associate Director is expected to work collaboratively with Pastoral Center staff, Diocesan and Foundation Legal Counsel, pastors, principals, and the staff of all entities within the Diocese.

#### **WORKING CONDITIONS**

This is an exempt position. Work hours are as needed and may exceed forty (40) per week including evening and/or weekend meetings and activities. The position includes travel throughout the five county Diocese of St. Petersburg.

## **QUALITIES AND SKILLS**

- The Associate Director of Stewardship & Development holds a significant ministry leadership position within the Diocese of St. Petersburg. This position represents/serves as an agent of the Bishop to donors, clergy and the lay faithful. Therefore, the incumbent must be a mature, practicing Catholic in good standing or knowledge of and adherence to Catholic beliefs and practices, fully understand the Catholic Faith and the Catholic Church's organization and structure, be able to verbalize the Church's position quickly and easily on matters of faith and able to integrate Gospel values in all areas of work. It requires the incumbent to know, understand, and articulate the journey of the Catholic faith we are all invited to walk.
- Effective working knowledge of communication, fund-raising principles and techniques, and gift acceptance protocol and oversight are required. Demonstrated experience with fiscal management, marketing and successful fundraising, resource development, planning and implementation of major projects, events and campaigns is required.
- The Associate Director must be an action oriented, entrepreneurial person who is a self starter and can work independently as well as in teams. S/he must have the ability to work collaboratively with volunteer board members, Pastors, committees, diocesan staff, and various consultative bodies.
- The role requires demonstrated ability to listen, to exercise mature and independent judgment, to build consensus and to make decisions.
- Excellent written and verbal presentation skills are required. The Associate Director must have effective interpersonal skills, and the ability to communicate the diocesan "case" and effectively ask donors for support and contributions. Strong overall computer skills required and database knowledge helpful.
- A minimum of a Bachelor's Degree is required. Five years of broad, relevant professional experience with leadership positions in a diocesan, or a comparable major non-profit, is desired.

Reviewed: June 2022.