



## **Marketing and Communications Manager** **Catholic Community Foundation of the Diocese of Richmond**

The Catholic Community Foundation of the Diocese of Richmond is seeking a **Marketing and Communications Manager**.

**Summary/Purpose:** The Marketing and Communications Manager (ideally bilingual) plays an integral role in articulating the work of the Catholic Community Foundation across an array of internal stakeholders and external stakeholders. This position will drive strategy and coordinate messaging for all organizational English and Spanish communication channels including but not limited to email, web site and social media content, The Catholic Virginian, and bulletin inserts. The Marketing and Communications Manager will work closely with the Executive Director, the Catholic Community Foundation Board of Directors (including Communications Committee of the Board), and fundraising staff members.

### **Responsibilities and Tasks:**

1. Achieves the communications goals and objectives outlined in the CCF's Strategic Plan.
2. Collaborates with Major Gifts, Annual Diocesan Appeal, and Parish Services teams in all aspects of marketing and communications.
3. Oversees the development, distribution, and maintenance of high-quality print and electronic collateral including, but not limited to the Catholic Community Foundation Annual Report, brochures, presentations, newsletters, and reports.
4. Leads the strategy and generation of engaging digital content for the CCF website, email, and social media channels designed for measurable action outcomes.
5. Evaluates and ensures that the appropriate technology systems and procedures are in place to properly support marketing and communications efforts.
6. Prioritizes content strategy execution and target marketing for a variety of audiences.
7. Develops robust and innovative bilingual marketing, communications and public relations campaign plans.
8. Serves as press liaison, creating and editing press releases and media alerts – for both Spanish- and English-speaking media outlets.
9. Ensures that brand identity, messaging, marketing and communications strategy are infused in all organizational efforts.
10. Collaborates in the creation and adherence of the CCF's annual communications budget.
11. Monitors and evaluates outcomes of strategies and measures outcomes over time.
12. Monitors marketing and communications trends in the non-profit sector.
13. Attends regional and national conferences to advance understanding of communications/fundraising/stewardship best practices.
14. Performs other communications and marketing-related duties as assigned.

**Working Conditions:** The position of Marketing and Communications Manager is a full-time position. Office hours are Monday – Friday, 8:30 a.m. – 4:30 p.m., with an hour for lunch anytime between noon and 2:00 PM.

### **Qualifications:**

1. Bachelor's degree and 5+ years of demonstrated experience in the field of communications, public relations, and/or marketing are required.
2. Fluency in English and Spanish is preferred.

3. Experience developing marketing and communications campaigns and plans as well as evaluating their outcomes, working collaboratively with external marketing and communications vendors, and successfully strategizing, planning, evaluating and leading during a period of organizational growth.
4. Experience with mass marketing/communications, digital fundraising, audience segmentation, social media, press releases, prepared remarks drafting, and other forms of marketing writing.
5. Exceptional interpersonal, written, and verbal communication skills.
6. Excellent leadership, management, and team-building skills.
7. Able to work independently and collaboratively and to multi-task in a fast-paced environment. Accurate, detail-oriented, dependable, and punctual.
8. Must be proficient in the Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), social media platforms, email and web CMS.
9. A background in and appreciation of the Catholic Church and its teachings as well as nonprofit settings is preferred.

## **Summary**

Interested candidates should submit a cover letter of interest, resume and full application.

For any questions, please contact Kelly Shumate, HR Generalist / Recruiter at [jobs@richmonddiocese.org](mailto:jobs@richmonddiocese.org)

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The Catholic Diocese of Richmond is a great place to work. As a diocese, we are a family-oriented and faith-centered group of individuals who welcome the diversity of our people and actively focus on creating a comfortable and productive workplace. We have a long-standing commitment to justice in the workplace, and we are proud of our employment practices that serve over 2,700 lay and religious employees, employers and clergy serving in the Pastoral Center, parishes, schools, and other agencies.