



**Job Title:** Director of Development, Marketing & Enrollment **FLSA Status:** Exempt

**Department:** Administration

**Hrs/Week:** 40+Hrs/week

**Reports to:** President/Pastor

**Date:** August 2021

### **Primary Purpose**

The Director of Development and Marketing is responsible for fundraising, stewardship, marketing, and enrollment programs of Saint Mary's Catholic Schools and parish, employing multiple means to build Saint Mary's Catholic Schools awareness, reputation, and relationships with various constituencies. Manage and cultivate a comprehensive development and planned giving program for the school and parish.

### **Essential Functions**

- Plan and implement a marketing plan based upon the strategic goals and priorities of Saint Mary's Catholic Schools and parish.
- Approve all official external publications and redesign/edit as needed to meet Saint Mary's Catholic Schools and parish graphic and communications standards.
- Approve and Coordinate all fundraising efforts for Saint Mary's Catholic Schools and parish, including school affiliated groups.
- Coordinate and oversee any capital campaigns for the parish/school
- Plan, develop and implement the Annual Saint Mary's Ball, in conjunction with chair couples and volunteers, to meet the annual established goal.
- Working with the Diocese of Sioux City to design and implement the annual Monsignor Lafferty tax credit program.
- Coordinate appropriate Annual Fund solicitations, including strategy and stewardship of donors and prospects.
- Create and manage a multidimensional appeal schedule that utilizes a variety of mediums (e.g., face-to-face solicitations, electronic solicitation, direct mail appeals,) to communicate with potential and current donors.
- Provide regular reports to the school board and parish finance council.
- Utilize Raiser's Edge to track visits, produce contact notes, and conduct appropriate constituent follow-up.
- Manage social media, apps, web, and other forms of electronic communications of Saint Mary's Catholic Schools and parish and maintain robust social media/web presence.
- Responsible for the planning, management and implementation of the marketing, recruitment and retention of students. This includes but is not limited to open houses, campus visits and tours, re-registration, brochure creation, digital marketing, etc.

- Serve as an active member of the enrollment and marketing subcommittee of the school board, as well as a participant in school board and parish finance council meetings.
- Plan, collect data, make projections and report enrollment management data
- Represent Saint Mary's Catholic Schools and parish at appropriate community events.
- Assist with other general office responsibilities as assigned - special projects, balancing of workload, or assisting in the absence of other employees.

### **Supervisory Responsibilities**

Responsible for the assignment of work and delegation of responsibility to other employees, including administrative assistants. Also responsible for supervising and coordinating any volunteers that assist in any marketing and fundraising programs of Saint Mary's Catholic Schools and parish.

### **Knowledge, Skills, Experience Required or Preferred**

This position requires a record of leadership and accomplishment in the field of advancement, sales and/or marketing with a proven record of accomplishments. A bachelor's degree in business, communications, public relations, management and/or an equal amount of training and education preferred. Must have knowledge of and commitment to Christian teaching on stewardship; a working knowledge of the Catholic Church; and a personal sense of spiritual growth. Must have a minimum of 3-5 years of combined experience and demonstrated success in directing the following: fund raising and development programs, sales, administration, marketing and communications (print and electronic media). Must also possess proven leadership, organizational and collaboration skills with emphasis on planning and managing a variety of functions in both individual and team settings. Must have the ability to establish relationships with a variety of constituencies, including volunteers and prospective donors. Confidentiality regarding donor information and all office matters required.

### **Physical and Cognitive Requirements**

Sedentary work - involves sitting most of the time, walking and standing are required occasionally. Duties require travel including some evening and weekend meetings. Although work is performed primarily under inside environmental conditions, the required travel may result in temporary exposure to outside environmental conditions. Regular driving and valid driver's license are required. Excellent listening and communication abilities needed. Duties require a wide range of intellectual and practical problem-solving skills and comprehension of complex concepts.

The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required in the position described and may be supplemented or amended as necessary. I have read and understand these job duties and my supervisor has reviewed these requirements with me.

Reviewed with: \_\_\_\_\_  
(Employee)

Date: \_\_\_\_\_

Reviewed by: \_\_\_\_\_  
(Supervisor)

Date: \_\_\_\_\_