

JOB DESCRIPTION

POSITION TITLE: External Engagement Director
DEPARTMENT: Catholic Charities
REPORTS TO: Executive Director/CEO
FLSA: Exempt

POSITION SUMMARY: The Director is responsible for expanding the strategic engagement between Catholic Charities and a variety of critical constituencies – namely, Catholic clergy, parishioners, volunteers, donors/benefactors, corporations, foundations, funders, people of good will, and the public at large – for the purpose of increasing available human and material resources. The Director solicits corporate sponsorships and supports fundraising events; coordinates agency development and grant writing efforts; shapes the public voice of Catholic Charities through external communications, branding, media relations, and marketing; and enhances efforts to engage volunteers.

ESSENTIAL FUNCTIONS:

1. Develops and revises plans to strategically engage primary constituencies with the goal of increasing human and material resources available to the agency to carry out its ministry of charity and mercy. Supervises and directs assigned staff and independent contractors toward achievement of this goal.
2. Coordinates agency development efforts to increase both the number of donors and contributed revenue to the organization from individuals, corporations, and foundations. Solicits corporate sponsorships.
3. Provides vision, direction, and implementation for internal and external communications, branding, reputation, marketing, and public positioning efforts for the organization. Works with relevant diocesan personnel, agency staff, and external consultants as needed.
4. Leads public relations efforts for the organization, creating and maintaining favorable relationships with external stakeholders through personal relationship building and the use of a wide variety of communications vehicles (e.g., publications, social media, traditional media, website, and technology tools).
5. Protects and grows the Catholic Charities brand and reputation. Establishes, maintains, and monitors organizational style and branding to ensure consistency of messaging. Develops guidelines and provides training for staff as required to embrace the branding and public voice of Catholic Charities.
6. Tracks and reports on the reach and impact of marketing and communications initiatives.

7. Works with regional directors to connect the work of volunteer coordinators with agency-wide efforts of external engagement.
8. Participates in the Agency's Quality Improvement system and supports agency compliance with relevant accreditation standards.

OTHER RESPONSIBILITIES:

1. Participates in staff meetings, staff training, and development activities.
2. Performs other duties as required.

EDUCATION, EXPERIENCE AND SKILLS REQUIRED:

1. Bachelor's Degree and at least three years of relevant job experience required, including development, corporate sponsorship solicitation, fundraising event organization, public relations, and/or media experience.
2. Skills required to: work with discretion and communicate effectively with all critical constituencies (e.g., Catholic clergy, parishioners, staff, volunteers, and corporate sponsors); respond to inquiries and conduct and coordinate corporate relationships in compliance with contractual and agency requirements; prepare and maintain files and records; and communicate with fluency, orally, and in writing, in the English language.
3. Authentic affinity for the mission and ministry of Catholic Charities in service to those most in need and advocacy on their behalf.
4. Ability to work closely with Catholic clergy, parishioners, and Diocesan groups.
5. An entrepreneurial, results-driven style with ability to lead, manage, and be accountable.
6. Strong interpersonal and presentation skills as well as the ability to function in a high demand arena.
7. Comfort and/or familiarity working in a social service environment.
8. Commitment to the use of data and quantifiable metrics in analysis, goal-setting, planning, and reporting.
9. High proficiency with Microsoft Office tools (e.g., Outlook, Word, Excel, and PowerPoint) and current social media outlets.
10. Possess and maintain throughout employment in this position ability to travel throughout the 46-county service area of Catholic Charities and occasionally out-of-state.

WORKING ENVIRONMENT: Responsibilities of the External Engagement Director involve travel and work beyond the regularly scheduled workday and work week.