

## Job Description

<b>Title:</b>	Director of Parish & Community Outreach
<b>Location:</b>	St. Mary Cemetery & Funeral Center
<b>Position Status:</b>	Full-time
<b>Schedule:</b>	Monday thru Friday 8:30a – 5:00p with some nights and weekends
<b>Category:</b>	Exempt
<b>Supervisor:</b>	CEO or another manager as may be assigned

### Job Summary:

Responsible for connecting families with Catholic Funeral & Cemetery Services of the Diocese of Sacramento (CFCS). This task is to be accomplished thru a broad outreach into the Catholic Parishes within the CFCS footprint of the Diocese of Sacramento and thru other Christian communities. The goal is to educate families about the Catholic Rites of Christian funeral and cemetery services which includes the benefits of Pre-Planning funeral and cemetery services. There is no mortuary work associated with this position.

### Essential Functions:

The Director of Parish & Community Outreach (Director) will perform a wide variety of duties with minimal supervision which requires exercising good judgment and discretion. The Director must act independently and is expected to determine when and how tasks are successfully accomplished. The Director must work focus of ways to connect with Catholics and Christians interested in learning more about funeral and cemetery services by generate leads thru a variety of vehicles. These vehicles include a variety of events, building attendance, and marketing.

- Establish great working relationships within the Catholic Parishes (especially with Pastors) within the CFCS footprint and other Christian communities, plus reach out to other industries and organizations which may be strong partner for our services.
- Must be able to meet, communicate and represent CFCS to Pastors, Priests, Deacons, and all Clergy.
- Must be able to increase leads and help drive revenue thru outreach connections and events.
- Connect with affiliated groups and organizations to communicate and represent CFCS to their leadership and in turn, their members.
  - includes hospitals, hospice groups, adult/assisted living centers, end of life organizations, and retirement communities.
- Must create great customer experiences.

- Including 1 event on site per month
  - Including 1 event off site per quarter
- Develop and execute an annual strategic plan. Strategic plan to provide the tactics to achieve this plan once approved.
- Prior experience with budget planning, preparation, and expense management. Must stay within budget parameters unless approved separately.
- Present individual marketing plans and event plans with pro-forma budget included.
- Execute approved marketing plans and events.
- Ensure that all marketing materials conform to CFCS branding look and style.
- Must be able to create events or partner with existing events to grow leads.
  - Coordinate with partners and staff, including set-up, breakdown and execution of these events.
- Manage social media of our sites and general sites such as Facebook, Google Reviews and Yelp.
- Manage Website and provide analytics.
- Manage digital, print, and direct mail advertising.
- Establish a stand-alone Grief Ministry program for CFCS that we can host at our facilities and share with parishes and other community groups throughout the Diocese.
- Lead all special events.
- Maintain and update Outreach Calendars.
- Complete monthly and quarterly outreach reports and results. Present results to CEO, CFO, COO, and other managers.
- Supervise 1 to 2 full-time and/or part-time staff.
- Perform other tasks as may be assigned from time to time.

### **Skills and Knowledge:**

- Must be a practicing Catholic with current knowledge of the Catholic Church.
- Knowledge of the Catholic Rites of Christian Funeral and Cemetery is needed.
- Must be able to work with many different types of personalities – internally and externally.
- Professional temperament and appearance required. Must be friendly and be able to maintain diplomacy and poise.
- Must be highly organized and able to manage multiple tasks and projects with differing deadlines. This is a high-volume position. Must be able to prioritize and meet deadlines.
- Proficient in Microsoft Office Suite of products (Word, Excel, Access, Outlook).
- Must be able to act independently and determine best ways to accomplish task.
  - This position may have little direct supervision at times.
- Excellent people skills are required. This stretches from internal staff to parishes to events and from community leaders to the public.
- Excellent oral and written presentation skills are required. Ability to maintain strict confidentiality is required.
- Must be able to make presentations in front of small and large audiences.
- Bi-lingual preferred. (Spanish or Tagalog)

**Minimum Qualifications:**

- Education:
  - College Graduate with a B.S. or B.A. or higher
- Experience:
  - Minimum of three or more (3+) years of broad outreach marketing or customer service with increasing responsibilities. Experience working directly with the public and making presentations is essential. Non-Profit experience is a plus.
- Physical Requirements:
  - Sitting, standing, walking, driving and some light lifting
- Qualified Candidates must possess a valid CA Driver's License and pass a background check.

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Employee Signature

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Date

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Supervisor Signature

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Date