

Diocese of Sacramento

JOB DESCRIPTION

DEPARTMENT:	The Catholic Foundation
POSITION:	Associate Director, Annual Catholic Appeal
CATEGORY:	Exempt – Full Time

SUPERVISOR: Director, The Catholic Foundation of the Diocese of Sacramento, Inc.

JOB SUMMARY: Under the supervision of the Director of The Catholic Foundation, and working closely with the Office of Catholic Charities and Social Concerns and the Annual Catholic Appeal Core Team, the Associate Director, Annual Catholic Appeal is responsible for effective year-round campaign development, deployment, vendor management and monitoring of all Appeal activities. The Associate Director, Annual Catholic Appeal is also responsible for supporting and communicating with parishes regarding upcoming outreach logistics, solicitation best practices and use of current year outreach assets, ensuring that effective systems are in place for parish and parishioner awareness of the ongoing opportunity to support the social mission of the Church in the Diocese of Sacramento through participation in the Appeal.

ESSENTIAL FUNCTIONS:

I. Responsibilities:

Organizational Support

- Lead, supervise and provide strategic direction for the year-round phases of the Annual Catholic Appeal
- Insure excellent and pro-active workflow management for the creation, deployment and tracking of all solicitation activities of the Appeal
- Organize and conduct regular ACA Core Team work sessions/meetings
- Foster and maintain collaborative relationships with internal resources critical to the Appeal

Communications and Marketing

- Oversee the ongoing planning, implementation and expansion of the Annual Catholic Appeal
- Create in-house materials as needed and opportunities arise
- Collaborate with Catholic Charities and Social Concerns department on recipient and success story development
- Special event planning as needed (e.g. Annual Red Mass Bench & Bar Dinner and other donor recognition functions)

Parish Relations

- Ensure parishes and parish advocates are informed about Appeal assets and activities
- Ensure parishes and parish advocates are informed about their participation and financial results throughout the year

Vendor Relations

- Foster and maintain collaborative relationships with external vendors critical to the Appeal

II. Other:

- Maintains strict confidentiality at all times
- Performs other duties as assigned

MINIMUM QUALIFICATIONS:

- Capable of building strong relationships with individuals and organizations to advance the interest and mission of the Church
- Ability to understand the needs of stakeholders and articulate how the Annual Catholic Appeal benefits the communities of the Diocese of Sacramento
- Possess the personal qualities of integrity, compassion and empathy which encourage the trust and confidence of others
- Multi-media marketing campaign development management experience
- Event planning experience or project management equivalent
- Proficient in Microsoft Office, Excel and PowerPoint.

EDUCATION/EXPERIENCE:

- College degree
- 7-10 years professional work experience in multi-media marketing or related field

SKILLS/KNOWLEDGE:

- Excellent written and verbal communication skills
- Ability to manage multiple projects
- Ability to work independently with minimum supervision
- Excellent interpersonal skills
- Can work under deadline pressure
- Comfortable working with parish (pastoral and lay) leaders
- Ability to attend meetings and events outside the office - including some week nights and weekends
- Active and practicing Catholic

SIGNATURE OF EMPLOYEE

DATE

SIGNATURE OF SUPERVISOR

DATE