

Our Lady of Assumption Catholic Parish  
Director of Parish Marketing & Development

**Background**

Our Lady of the Assumption (OLA) is a wonderful faith community with solid parish membership participation in many programs and activities. OLA serves the Beloit community and is comprised of a church, school and childcare facility. We are seeking a Director of Parish Marketing & Development to help fulfill our evolving advancement goals.

**Position Description**

This full-time position reports to the Pastor and provides leadership and management of strategic marketing and communication decisions affecting the OLA Catholic Parish, which includes its childcare, parochial school, religious education and parish programs.

In partnership with the Pastor and the Parish Administrative Staff, the Director is responsible for all internal and external communication efforts to highlight OLA's mission of providing a quality education centered on Catholic values and developing students as a whole person, promoting respect and moral responsibility.

The Director will have a unique opportunity to engage in both marketing and parish advancement efforts, spanning activities from developing marketing plans to engaging with potential donors and community leaders. Goals for this role include growing childcare and school enrollment, raising financial support, and increasing visibility in the greater Beloit area.

**Responsibilities**

Responsibilities may include, but are not limited to:

Marketing

**Parish-wide**

- Develop, manage, and implement the parish marketing plan
- Manage existing social media and print marketing efforts
- Bring forward new initiatives for marketing activations and channels
- Promote parish activities, including Spring Fling and Fall Fest

**School**

- Develop, manage, and implement the childcare and parochial school marketing plans, with a strong focus on communicating the excellent educational investment made when choosing OLA
- Develop strategies to grow school enrollment
- Monitor funding and marketing trends and sources; positioning OLA to compete successfully for students and resources; responding to emerging funding changes or trends

### Advancement

- Increase donor revenue in support of the parish and school, including major gifts, federal, state, and other grants, special events, and corporate and foundation support
- Collaborate with Pastor, Finance Council, Pastoral Council, and parish staff to establish and implement strategic plans for annual fund and development efforts (inclusive of grant development efforts)
- Support donor outreach and stewardship activities
- Participate in annual budget preparations

### **Qualifications**

- Commitment to OLA mission and vision as well as advocate of Catholic education experience
- Demonstrated professional experience in the area of marketing, communication, or public relations with nonprofit organizations
- Demonstrated ability to understand and communicate effectively on all social media and print platforms
- Excellent communication skills, both written and oral, particularly when engaging with a wide range of stakeholders to develop long-term relationships
- Flexible and organized
- Ability to both work autonomously and to collaborate with others at varying levels of engagement both within and outside of OLA
- Strong organizational and time management skills with exceptional attention to detail
- Experience with MSOffice, Publisher, Social Media platforms (Facebook, Instagram, Twitter), Vista Print and Digital Sign Software a plus
- Bachelor's degree (Masters degree preferred)
- Bi-lingual (English/Spanish preferred)
- Successful grant writing experience (preferred)

### **Physical/Functional Requirements**

- This position involves physical effort that may include but is not limited to standing, walking, sitting for long periods of time
- Ability to lift to 50 pounds

Applications will be accepted until April 6, 2020. Please send letter of interest and resume to Fr. Michael Resop, Pastor; Our Lady of the Assumption Parish; 2222 Shopiere Road Beloit, WI 53511. Electronic submission of application materials may be sent to: [mariannes@olabeloit.com](mailto:mariannes@olabeloit.com)

**2-21-2020**