



SAINT JOSEPH PARISH
POSITION DESCRIPTION

Position: Development and Enrollment Director

FLSA: Full-time Exempt

Reports to: The Pastor through the Business Manager and Principal

General Summary: The Director supports the Parish (3/5) and School (2/5).

Essential Duties and Responsibilities:

Parish

Marketing and Fundraising

- To develop and maintain an ongoing stewardship education effort focused on enhancing and encouraging support for the parish and its ministries among our parishioners.
- To develop and implement programs and special projects that address the need to increase financial support for operational funding of the parish. The annual stewardship appeal will also incorporate prayer and service to our parish and community.
- Lead the Friends of Saint Joseph Giving Campaign along with other initiatives such as the Annual Catholic Appeal and Perpetuate the Gift Campaigns.
- To develop and implement an educational process for parishioners regarding planned/deferred giving.
- To work with the Board of Trustees of the Endowment Fund of Saint Joseph Parish School to enhance support for the Endowment.
- To work with Saint Joseph Parish Welcoming Committee in welcoming new parishioners to the parish.
- To aid and assist in the preparation and distribution of parish publications including bulletin publications and the Annual Report.

Other activities:

- To keep abreast of strategy and tactics in development and fundraising.
- To submit regular reports to administrators showing results versus goals and costs versus budget, for development efforts.
- To coordinate marketing and fundraising activities with the various parish and ministries and volunteers.
- To attend various related board and committee meetings, as necessary.

Festirama

- Provide all communication to sponsors, including letters, follow up and coordination of all sponsors.
- Ensure proper advertising occurs for individual sponsors.
- Ensure proper advertising and marketing of the event.

School

Admission/Enrollment

- Strategic Planning.
- Develop and implement a marketing plan for each scholastic year.
- Develop proposed enrollment numbers and stay abreast of current families plans for the following years.
- Work with families on how to enroll their children and be an expert in that technology.
- Provide tours for all new families.
- Coordinate meetings with the principal and new families.
- Coordinate assessments for all incoming students.
- Develop communication regarding enrollment.
- Work with administration to communicate school strengths and success to encourage retention.
- Assist with maintaining regular social media postings that encourage retention and new enrollment.
- Work with administration to plan and execute events that promote student retention.

Marketing and Communications

- Create and develop weekly communications through Smores that go out to all families and staff.
- Roll out a consistent branding/marketing strategy with external vendors, and internal/external customers.
- Create new marketing materials to ensure consistent messaging aligns with parish messaging.
- Prepare marketing materials for distribution through social media, printed and digital advertising.
- Prepare written content to be shared with perspective parents via information and registration packets.
- Provide articles about school events to various media outlets to share information to prospective and current families, as well as those who support the mission of Saint Joseph Parish School.

School Development

- To create a cohesive fundraising/development plan that contributes to the school's annual budget and endowment fund.
- Oversee and schedule fundraising activities and events.
- Work with members of the school's PTO in organizing fundraising.
- Lead responsibility for the school's annual Benefit Dinner.

Other Duties as assigned.

Knowledge, Skills and Abilities Required

- Bachelor's degree and previous experience in development, public relations and/or communications.
- Computer database and word processing experience.
- Excellent written and oral communication skills. Ability to work effectively with parish and school administration, pastoral staff, various boards and committees, parishioners and other donors and fundraising volunteers.
- Ability to work both independently and as part of a team.
- Ability to organize and schedule time effectively.
- This position deals with sensitive and confidential information on a regular basis and must exercise a high degree of judgment, awareness and discretion while maintaining complete confidentiality.
- Must have the ability and experience to work in a respectful team environment with other parish and school personnel.
- An understanding of how a parish and school operate and function; the ability to complete tasks with interruptions.
- Must successfully pass the required background check and all requirements of the Diocesan Program for Child and Youth Protection prior to employment and maintain a satisfactory background check throughout employment.

Language Skills

- Ability to read, write and communicate effectively with members of the parish and school community
- Ability to write letters, bulletin, and newsletter articles
- Ability to effectively present information and respond to questions from staff, parents, and the public

Mathematical Skills

- Ability to add, subtract, multiply and divide in all units of measuring, using whole numbers, common fractions, and decimals
- Ability to compute rate, ratio, and percent to draw and interpret bar graph

Reasoning Ability

- Ability to define problems, collect data, establish facts, and draw valid conclusions
- Ability to interpret an extensive variety of technical instructions in mathematical- or diagram-form, and deal with several abstract and concrete variables

Physical Demands

While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; and talk or hear. The employee must regularly lift and/or move up to twenty-five pounds. Specific vision abilities required by this job include close vision, distance vision, and ability to adjust focus.

Working Conditions

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate. Position may require some evening and weekend hours.

Equal Opportunity Statement:

Saint Joseph Parish is fully committed to a policy of equal opportunity in all of its employment practices. As such, the Parish endorses all efforts to eliminate and prevent discrimination on the basis of age, race, color, sex, physical handicap, or national origin. Because of Saint Joseph's unique mission, we maintain the right to employ individuals of the Roman Catholic Faith for specific positions, which are critical to the attainment of our objectives.

Receipt and Acknowledgement

I acknowledge that I have been given a copy of this position description. I have read it and understand it. I am responsible for complying with all position duties, requirements and responsibilities contained herein, and any subsequent revisions.

This position description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this position.

I understand and agree that the position description is presented as a matter of information only and is not to be construed as a contract between the Diocese of Toledo and its employees.

Employee Printed Name

Employee Signature

Date

Pastor Signature

Date