

Catholic Charities of St. Louis

Manager of Marketing and Communication

CATHOLIC CHARITIES OF ST. LOUIS, a federation of eight agencies, has been helping people in need since 1912. In response to the teachings of Jesus Christ, our mission is to serve people in need, especially those who are poor and vulnerable; work to improve social conditions for all people in the community; and call members of the Church and community to do the same. Over 100,000 people benefit from our services, regardless of religion, age, gender, race or ethnicity.

The Manager of Marketing and Communication position manages the Catholic ‘voice’ of our ministry and family of eight agencies in print, electronic, social, visual and other communications. This position is part of the Community Engagement team and has direct oversight of a Digital Design and Content specialist and Front desk engagement coordinator.

Primary areas of focus include:

1. Maintain and update an integrated marketing and communications strategy that positions Catholic Charities of St. Louis and its Federation of 8 Agencies as a regional leader in social service delivery, disaster recovery, advocacy and development of innovative and responsive programs.
2. Maintain and update Catholic Charities of St. Louis communications plan (both external and internal messaging) including email, social media, and story posts.
3. In coordination with the Community Engagement team, develop and implement all appeal (fundraising) materials, donor quarterly newsletters, annual report and other assigned donor communications.
4. Work in partnership with federated agencies to develop and execute on a targeted, proactive year-round communications and media strategy across traditional and on-line channels.
5. Host bi-monthly communication leader meetings with agency peers.
6. Oversee and manage crisis communications when and if necessary.
7. Build in a framework that accommodates and accounts for the ability to respond on unanticipated PR/Communications opportunities that arise during the year.

Qualifications:

Bachelor’s Degree; 5-10 years of demonstrated success, preferably in non-profit marketing/communications or in corporate, media, or agency environment; be comfortable in writing for and speaking to a predominantly Catholic audience, while understanding most of those whom Catholic Charities serves and employs are non-Catholic.

Comprehensive understanding and success in effective use of traditional and new media, with focus on visual story-telling. Strong leadership, analytical, and strategic planning skills, including evidence of ability to work with internal and external stakeholders to achieve results. Joyful attitude, commitment to continuous improvement, and strong work ethic guided by faith, honesty and integrity. Incumbent’s private and public positions and values must be in full and complete agreement with those of Catholic Charities and with the teachings of the Catholic Church.

To apply, send a cover letter and resume with salary requirements to Les Lexow, Director Human Resources at llexow@ccstl.org. EOE