

**St. Francis of Assisi Parish and School  
Development, Stewardship and Marketing Director**

Accountability: Reports to the Pastor

FLSA Status: Exempt

FTE: 1.0 Full Time

Overview:

St. Francis of Assisi Catholic Church is the largest Roman Catholic parish in the Diocese of Lansing. Founded in 1950, it currently has 2,900 registered families and supports a parish school, established in 1952, with enrollment of approximately 470 students (grades K-8 and preschool program). The parish serves its members and the community through over 140 active ministries with two priests, two deacons, 100 full-time and part-time school and parish employees, and hundreds of volunteers.

The Development, Stewardship, and Marketing Director leads the efforts to cultivate generosity of time, treasure, and talent and is the face of these efforts to the parish, the school, and the larger community of supporters, donors, and alumni. He or she builds and nurtures relationships encourages and facilitates practices of faithful stewardship through deliberate prayer and discernment, and by being active and visible in school and church functions. While the Director reports to the Pastor, he or she also works closely with the school principal, the parish business manager, the ETF Board of Trustees, and volunteer committees to effect coordinated and sustained results. He or she will have the opportunity to develop and implement a long-range vision to support the mission of the parish and school.

In 1987, an Educational Trust Fund (ETF), administered under the guidance of a board of trustees, was created to support religious education through annual disbursements. The ETF corpus stands at \$2.1M and provided \$93,000 to school operations this year. The Parish will conclude a successful multi-year \$8M capital campaign in March, 2019, which supports a range of Diocesan projects and the forthcoming construction of a new parish ministry center building. A set of established efforts and committed stakeholders support drives for school operations, special projects (such as educational technology and revised curricula), and school scholarship and need-based financial aid, as well as the growth of the ETF fund.

## Responsibilities:

- Strategic planning -- The Director will establish – with the pastor, principal, and business manager – an operating plan with annual goals, objectives, and strategies for fundraising and alumni relations programs in support of the parish's and school's priorities, and budgets which support those plans. He or she will establish programs with giving and recognition levels commensurate with existing structures and to encourage ongoing support.
- Relationship management -- The Director will cultivate relationships with current and potential donors as an outreach. Friendraising, mission advocacy, direct and indirect solicitation, and assistance with discerning how to give are among the elements of this ministry. This includes one-on-one contact with constituents, including personal invitations, meetings, and correspondence, developing and implementing alumni engagement strategy, and creating openness to major gifts and planned estate giving.
- Event management -- The Director, with teams of volunteers, will oversee an annual ETF benefit, a Car Raffle, a Jogathon, and a set of targeted appeals. The Director manages the 'nuts-and-bolts' of these events, including strategy, theme, volunteer management, invitations and constituent participation. The Director ensures that the timing of these events falls in line with the larger liturgical, parish, and school calendars to maximize their impact.
- Outreach -- The Director will develop and implement strategies to engage participation in the life of the parish and school from parishioners, school families, alumni, the larger community, and other friends and supporters. He or she will coordinate with the principal on the creation of material for use in encouraging school enrollment and in raising the visibility of the parish and school in the community. He or she will identify and apply for grant funding.
- Stewardship -- The Director will support the Pastor in encouraging contributions of time, talent, and treasure from parishioners, both active and inactive. He or she will coordinate the data collection and dissemination of areas of interest expressed by parishioners, including during stewardship awareness events at Sunday Masses. He or she will be a visible advocate for stewardship and a resource to parishioners as they discern forms and amounts of contributions.
- Administration -- With the support of parish and school staff, the Director will ensure that materials are created and delivered, that written and electronic communications are clear and timely, that marketing material are relevant and accurate, that accounting and tracking are timely and useful, and that reporting to the pastor, principal, business manager, relevant ministry teams, donors, and the community is complete and transparent. The Director will also oversee gift tracking, appropriate recognition vehicles and delivery of tax credit statements.

## Qualifications:

- Active and Practicing Roman Catholic who is comfortable witnessing to the role of faith in his or her life.
- Ability to articulate and passionately advocate for the mission and purpose of Catholic education and St. Francis of Assisi parish and school.
- Ability to build and sustain relationships and effectively communicate and work with all levels of constituents in a dynamic ministry environment.
- A bachelor's degree or the equivalent experience.
- Four to eight years of relevant experience in Development, Alumni Relations, Institutional Advancement, Marketing, Sales, or related fields, with specific experience in strategic planning, organizational, event management, administrative, and budgetary roles and/or tasks.
- Five years or more of Customer Service skills a plus.
- Ability to exercise a high degree of sound judgment and diplomacy, with a commitment to confidentiality and discretion when dealing with highly sensitive information.
- Demonstrate ability in problem identification and resolution with excellent analytical and critical thinking skills is essential.
- Ability to work both independently and as a team member.
- Ability to set priorities; handle multiple assignments and deadlines, and to display excellent judgment while operating in a flexible and professional manner.
- Ability to work extended/flexible hours, including some evenings, weekends, and Sunday Mass times.
- Excellent written and verbal communication and interpersonal skills and proficiency with MS Office, database management, and online marketing modalities.