

# MARKETING DIRECTOR

The Catholic Foundation of Northwest Pennsylvania is an independent 501©3 corporation and the only community foundation in northwest Pennsylvania guided by Catholic values. The Foundation was established in 2007 to provide a permanent and secure funding stream to strengthen and grow the Church's mission and ministries in the 13 county Diocese of Erie. Headquartered in Erie, PA, the Catholic Foundation of Northwest Pennsylvania seeks an experienced Marketing Director to join their growing team. Reporting to the Executive Director, the Marketing Director will develop and implement all responsibilities related to marketing, communications, and events. Collaborating closely with the Foundation Team and Board of directions, the Marketing Director will participate in the development and implementation of the Foundation's strategic priorities to fulfill its mission.

## QUALIFICATIONS

- Bachelor's degree in marketing, communications, or closely related field.
- Minimum of 3-5 years' experience in developing and executing successful marketing strategies.
- Experience working in a non-profit organization a plus.
- Experience leveraging social media outlets, such as LinkedIn, Facebook, and YouTube.
- Proficiency in Donor Database Software, Microsoft Office and Canva.
- Proficient in basic photography, photo editing, and video skills a plus.

## SKILLS & ATTRIBUTES

- Excellent interpersonal and written communication skills.
- Exceptional attention to detail, time management, and organizational skills.
- Demonstrated professionalism, integrity, and trustworthiness.
- Ability to exercise discretion and confidentiality, upholding the Association of Fundraising Professionals Donor Bill of Rights and Code of Ethical Standards.
- Experience providing support and taking directives; collaborative problem-solving skills.

## REPSONSIBILITIES

- Develops and implements annual organizational marketing plan.
- Leads the development of segmented communications to a variety of constituents including Legacy Society members, prospective donors, and clergy.
- Contributes to donor relations activities through content creation and storytelling, representative of both impact and giving.
- Develops annual impact report.
- Coordinates fundraising and cultivation events including Foundation Giving Society celebrations and investor relations meetings.
- Oversees the Foundation website, e-newsletters, and all social media channels.
- Leads annual #iGiveCatholic campaign in collaboration with the Operations Director.
- Contributes to planning and implementation of the Catholic Services Appeal in collaboration with the Operations Director.
- Interacts and coordinates with donors, external vendors, and other constituents.
- Participates in strategy and planning meetings.
- Manages marketing expenditures budget.

## PHYSICAL REQUIREMENTS

- Ability to work at a computer throughout the work day and lift 25 pounds on occasion.
- May be asked to travel occasionally within the 13-county Diocese.

*The Catholic Foundation of Northwest Pennsylvania offers competitive compensation and benefits, including health insurance, vision insurance, dental insurance, paid vacation, (18) federal and religious holidays, and a 401(k) match.*

*Please submit cover letter and resume to Lisa Louis, Executive Director, [llouis@cfnwpa.org](mailto:llouis@cfnwpa.org)  
Application Deadline is March 1, 2024*

*The Catholic Foundation of Northwest Pennsylvania is an Equal Employment Opportunity employer.*