

Position Title: Manager of Marketing and Communications

Reports To: Chief Advancement Officer

Objectives: The Manager of Marketing and Communications manages national membership and external communications on behalf of the National Council of the United States Society of St. Vincent de Paul, Inc. The Manager oversees marketing strategy, marketing plan execution, and all communication in support of the strategic and annual plans as directed by the Chief Advancement Officer and influenced by the annual budget. The Manager is the brand champion on the national staff, always analyzing national activities, marketing and communications, and relationships for their impact on the Society's national brand identity and brand promise. He/she supervises the Marketing Communications Specialist and Events Coordinator.

Key Responsibilities:

- Developing a comprehensive and cohesive communications strategy.
- Fulfilling the marketing and communication goals from the strategic plan.
- Managing and professionally developing a skilled communications team.
- Crisis management and preemptive crisis planning.
- Maintaining an awareness of organizational risks and threats.
- Cultivating a collegial, collaborative, and productive team culture.
- Managing media relations.
- Managing a communications budget.
- Ensuring quality control of all information released.
- Projecting a positive public image, nationally championing our brand identity and promise, including marketing and communications assistance to local councils.
- Plan and direct national marketing in support of councils for the recruitment of new SVdP conferences and individuals, with additional emphasis on Vincentian ethnic diversity and the recruitment of youth and young adults.
- Advise national board committees, staff, CEO and officers about marketing and communications issues and activities.
- As needed, support guide member councils on crisis communications and media relations issues and activities.
- Ensure excellence in all national marketing and communications materials on all platforms.
- Produce national member communications (e.g. e-Gazette, annual report, special reports, marketing collateral, etc.)
- Assist the national leadership in the writing of publications material, external communications, speeches and correspondence.
- Other duties as assigned.

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Key Competencies of the Position:

- Excellent communications skills, written and oral.
- High-level understanding of fundraising techniques.
- Superior grasp of grammar and communication strategies and trends.
- Self-starter, prolific worker.
- Accurate and detail-oriented.
- Ability to prioritize and delegate effectively.
- Ability to use databases and software effectively and accurately.
- Ability to work independently while also holding others responsible for their work.
- Ability to contribute positively and productively as part of a team.
- Flexibility/adaptability to a variety of assignments.
- Ability to deal responsively with internal and external customers.

Skills, Knowledge, and Experience Requirements:

- College degree in Marketing, Journalism, Communications or related field.
- 5+ years of relevant national experience for a non-governmental business, association or other organization. Non-profit experience desired.
- Supervisory experience of staff and volunteers.
- Electronic media/social media experience; awareness of and proficiency with communications technologies required.
- Experience in stakeholder/community engagement and as a board liaison.
- Clear and concise communication with team members and senior management.
- Personal values consistent with Catholic Social Teaching are critical.
- Ability to travel nationally as required.
- English required, Spanish a plus.
- This position will be located in Maryland Heights, MO (St. Louis) at the national SVdP offices.

Scope/Complexity:

- Represent and promotes the Society through various written and visual media.
- Assist SVdP membership with marketing and communications issues.
- Assist staff with specific projects and provide information to facilitate workflow.

Accountability:

- Support the Rule and By-Laws of the Society of St. Vincent de Paul.
- Adhere to organization policies, procedures, and all pertinent legal regulations.
- Prepare and accomplishes annual performance and program objectives.
- Participate in annual self-evaluation and performance review.