



Job Description

Position: Director of Parish & Community Outreach

Location: All Cemetery/Funeral Center properties

Position Status: Full-time

Schedule: M-F 8:30a – 5:00pm, with some weekends and evenings

Category: Exempt

Pay Range: Starting at \$68,640

SUPERVISOR: CEO, COO or another manager as may be assigned

JOB SUMMARY:

Responsible for connecting families with Catholic Funeral and Cemetery Services of the Diocese of Sacramento (CFCS) and their local parishes. This task should be accomplished thru a broad outreach into the Catholic and Christian communities and by educating families about the Catholic Rites of Christian Funeral and Cemetery Services and showcasing the benefits of planning funeral and cemetery services in advance of need.

This is a hands-on management position which requires the direct supervision of employees. There is no mortuary work associated with this position.

ESSENTIAL FUNCTIONS:

The Director of Parish and Community Outreach (Director) will perform a wide variety of duties which require the exercise of good judgment and discretion. The Director must act independently and is expected to determine when and how tasks are successfully accomplished.

Budgeting, planning, and preparation skills are required. Experience in managing a budget, and planning and executing events is essential.

Director must work to establish great working relationships across co-workers, managers, families, and clergy. There will be frequent and direct contact with Pastors and their parish staff.

OUTREACH RESPONSIBILITIES:

1. Establish and build strong Parish and parish affiliated connections within the CFCS footprint and other Christian communities, plus connect with other industries and organizations which may partner for our services.
2. Represent CFCS within the Diocese and meet with all Pastors, Priests, Deacons, and their respective congregations.
3. Create Ministry events to increase leads generation.
4. Assist in developing an annual Outreach plan that includes the tactics to achieve this plan that ends in a great customer experience.
5. Make department budget recommendations and successfully manage the approved budget items.
6. Organize, schedule and lead Outreach programs that focus on delivering our Ministry and message to families. These programs include social and web messaging, mailings, and surveys.
7. Director must conduct a pre-set minimum number of outreach presentations per quarter/year.
8. Assist in the creation and development of Ministry driven support programming, training and associated materials for Outreach events and programs.
9. Manage websites and all social media activities and communication.
10. Assist in advertising and marketing efforts including messaging and design for digital, direct mail, TV, Radio, outdoor and other opportunities as they present themselves.
11. Manage all internal and external messaging.
12. Manage all promotional materials and supplies.
13. Assign generated outreach leads.
14. Keep management informed on all matters always needing their attention.
15. Perform other tasks as may be assigned by Manager.

SKILLS/KNOWLEDGE:

- Must be a practicing Catholic with knowledge and understanding of the Catholic Church in general; knowledge of the Catholic Rites of Christian Funeral and Cemetery is beneficial.
- Ability to work and relate to a variety of personalities and cultures with diplomacy, friendliness, empathy, and poise is required.
- Strong communication skills with the capacity to inspire and motivate others towards achieving departmental and company goals and initiatives.
- Ability to develop and maintain effective inner departmental time management strategies.

- Ability to work across levels in a team-oriented environment, handle multiple assignments concurrently and prioritize workloads.
- Strong oral and written presentation skills required with the ability to adapt communication styles to meet an audience with integrity, dignity, and respect.
- Strong organizational skills with the ability to meet deadlines, maintain strict confidentiality, professional temperament, and appearance.
- Self-starter with ability to handle competing multiple projects; able to effectively teach, train, and coordinate workshops.
- Excellent oral, written form using correct spelling, grammar and punctuation and phone presentation skills are required; Bi-lingual Spanish preferred.
- Proficient in Microsoft Office Products (Word, Excel, Access, Outlook, and Canva).

Minimum Qualifications:

1. Must hold a valid California Driver's License.
2. Catholic in good standing.

Education and Experience:

1. Bachelor's degree required. Master's degree in related field preferred.
2. 3-5 years of applicable experience or equivalent required.
3. Update as needed.