

Director of Community Outreach

Job Description

CEMETARY: All Cemetery/Funeral Center properties

POSITION STATUS: Full-Time

POSITION: Director of Community Outreach

SCHEDULE: M-F 8:30a – 5:00pm, some weekends and nights

CATEGORY: Managerial, Exempt

SUPERVISOR: CEO, General Manager or another manager as may be assigned

JOB SUMMARY: Responsible for connecting families with Catholic Funeral and Cemetery Services of the Diocese of Sacramento and their local Catholic parishes. This task is to be accomplished thru a broad outreach in to the Catholic community and educating families about the benefits of Pre-Planning their funeral and cemetery services.

This role is a managerial position which requires the leadership of two employees. Excellent oral and written presentation skills are required. Knowledge of the Catholic Rite of Funeral and Cemetery service is beneficial. There is no mortuary work involved with this position.

ESSENTIAL FUNCTIONS: The Director of Community Outreach will perform a wide variety of duties which require the exercise of good judgment and discretion. Planning and budget preparation experience and skills are required. Knowledge of managing to a budget is essential. Marketing and customer services experience are preferred. Must be able to set up and execute events.

This position may have little direct supervision at times. The employee must be able to act independently and is expected to determine when and how tasks are successfully accomplished.

Employee must establish great working relationships with local clergy and staff. There must be frequent and direct contact with Pastors and their parish staff across the Diocese of Sacramento. Great oral and written presentation skills are required. Presentations in front of large groups are required. Employee will interact directly with staff, families and prospective families.

Outreach Ministry Responsibilities:

- 1.) Establish and build strong Parish and parish affiliated connections
 - a. Represent the Catholic Cemetery and Funeral Center (CFCS) within the Diocese and meet with Pastors, Priests, Deacons and their respective congregation.

- b. Connect with affiliate groups and organizations (such as Deaneries or Catholic Schools).
 - c. Organize, schedule and attend meetings with Priests and Parish Staff to review Outreach program objectives.
 - d. Organize, prioritize, schedule and conduct outreach presentations.
- 2.) Manage and conduct all facets of outreach program deliverables from survey & letter mailings to outreach presentations.
- 3.) Conducts a set minimum number of outreach presentations per quarter.
- 4.) Meets with team managers to provide an outreach action plan and receive feedback at a minimum of once per quarter.
- 5.) Network within the Catholic community and affiliated communities to find new outreach ministry opportunities. (Hospice groups, retirement communities, etc.).
- 6.) Build and strengthen Parish relationships through communication and follow up.
 - a. Provide exceptional customer service.
 - b. Assist with visitations and services as needed.
- 7.) Assist in marketing plan creation and execution
 - a. Advertising in print and bulletins
 - i. Create and maintain support materials like brochures, flyers and cards
 - b. Special event planning and execution
 - c. Create complete marketing presentations
- 8.) Lead presentations, outreach events and community outreach events
 - a. Management informed on all matters needs their attention.
- 9.) Manage team and support staff
- 10.) Perform other tasks as will be assigned by the General Manager.

Grief Ministry Support:

- 1.) Create and assists in the development of a Grief Ministry support/training program & associated materials.
- 2.) Communicate with Parishes to identify grief support opportunities connecting families and parishes with our Ministry.
- 3.) Communicate action plan items and upcoming grief events to Management.
- 4.) Manage grief support event calendar and communications.

Administration:

- 1.) Assign outreach leads received from surveys and information cards to Funeral Service Advisors and Funeral Directors/Funeral Arrangers.
- 2.) Complete Parish Outreach Report monthly and quarterly, report results to Management.
- 3.) Maintain Outreach Calendar and Communication report and Outreach schedule for the Diocese.

Skills / Knowledge:

- 1.) Proficient in Microsoft Office Products (Word, Excel, Access, Outlook).
- 2.) Excellent oral, written form using correct spelling, grammar and punctuation and phone presentation skills required.
- 3.) Bi-lingual preferred (Spanish).
- 4.) High organizational skills required; ability to maintain strict confidentiality; professional temperament and appearance.
- 5.) Practicing Catholic with knowledge and understanding of the Catholic Church in general.
- 6.) Ability to work and relate to a variety of personalities and cultures with diplomacy, friendliness and poise.
- 7.) Ability to work in a team-oriented environment, handle multiple assignments consecutively and prioritize workload.

MINIMUM QUALIFICATIONS:

Education: College graduate with B.S. or B.A. or higher

Experience: Minimum three or more (3+) years of broad outreach marketing or customer service with increasingly responsible duties in outreach, marketing, customer acquisition and/or customer/client service. Experience working directly with the public and making presentations is essential.

Position requires: Sitting, standing, walking, driving, talking and some light lifting.

Hours: Monday thru Friday 8:00 am thru 4:30 pm, some weekends and occasional nights.

Qualified candidates must possess a valid CA. Driver's License and pass a background check.

EMPLOYEE SIGNATURE

DATE

SUPERVISOR SIGNATURE

DATE