



Catholic Community
FOUNDATION
OF MINNESOTA

Position Profile

Director of Strategic Communications

Full time (approximately 40 hours/week)



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Fast Facts

Location

Saint Paul

Service Area

State of Minnesota with primary focus on the Twin Cities metro area

Staff

16 staff members

For the year ending JUN. 30, 2020:

\$387 million in assets

\$17.7 million in grants distributed

1,150 total funds

\$190+ million granted since inception

Board of Directors

The Catholic Community Foundation is guided by a board of directors drawn from the ranks of Fortune 500 companies, major financial institutions, Catholic universities and the Federal Reserve. The Board comprises 25 members.

For more information, please visit

<https://www.ccf-mn.org/>

Mission

Mission

Our mission is to support financially the spiritual, educational, and social needs of our Catholic community.

We fulfill this mission by:

- Helping donors achieve their charitable and financial goals.
- Helping Catholic parishes, schools and organizations meet their long-term financial needs.
- Performing sophisticated financial transactions to raise funds for charitable purposes.
- Distributing earnings according to donor intent and community priorities.
- Seeking endowment funds to sustain our mission.

“We are not Catholic Charities. We don’t house and feed people. We provide funding in perpetuity for those who do.”

- Anne Cullen Miller, President

CCF at a Glance



The Organization

A community foundation is a public charity established to serve specific charitable interests for a designated purpose or in a designated geographical region. The Catholic Community Foundation of Minnesota (CCF) serves the spiritual, educational, and social needs of Minnesota's Catholic community.

CCF accepts and invests both donor and institutional assets. These assets are invested and then yield grants. CCF's grantmaking includes grants advised by fundholders and their families as well as annual distributions from institutional endowments created to serve organizations in perpetuity. While donor constituents have largely been metro-centric, institutional funds from other dioceses are part of this asset base.

Beneficiaries of grants are nonprofit organizations whose missions serve our communities across a spectrum of nonprofits — both faith-based and secular. CCF screens all grant beneficiaries — regardless of religious affiliation — to verify their tax status; financial management practices, accountability and transparency; and consistency of organizational mission and work with Catholic social teaching.

CCF collects, grows, and distributes funds on behalf of its individual and institutional donors. Their gifts and unrestricted dollars of The Legacy Fund sustain many of the programs that serve our communities. As a community foundation, CCF provides targeted financial support that enables organizations to serve the spiritual, educational, and social needs of the community in perpetuity.

Investment Philosophy: Efficient, Transparent, & Socially Responsible

1. With nearly \$390 million in assets, CCF manages some of the most sophisticated financial transactions in the charitable realm — while investing in a faith-aligned manner.
2. CCF balances the need to maximize total financial return over the long term, taking into account an appropriate amount of risk, with the need to invest according to our faith.
3. CCF operates professionally and transparently. While past performance is no guarantee of future results, its 990s, audited financial statements, and annual reports demonstrate expertise at achieving that balance.



Grant Recipients

Over 700 organizations receive grants from Catholic Community Foundation and its donors. Below are just a few of the many grant recipients.

American Red Cross

Banyan Community

Catholic Charities

Catholic Relief Services

Cradle of Hope

Cristo Rey Jesuit High School – Twin Cities

Guthrie Theater Foundation

Jeremiah Program

Loaves and Fishes

Minneapolis Institute of Arts

Minnesota Children’s Museum

NET Ministries

Relevant Radio

Sharing and Caring Hands

Saint Paul Chamber Orchestra

Saint Paul’s Outreach

Saint Paul Seminary

Second Harvest Hartland

Union Gospel Mission

YMCA of the Greater Twin Cities

Hundreds of Catholic parishes and schools

Primary Objective of this Position

The Director of Strategic Communications creates, implements, and monitors integrated strategic communications plans in support of CCF's overall strategy and long-term goals. Your success in this position will advance CCF's mission and values through effective content marketing programs that increase awareness and enhance the reputation of the foundation with current constituents as well as new audiences. Additionally, you'll be responsible for maintaining a high quality, consistent brand presence across all digital and print media channels to ensure that prospects and constituents understand the mission and impact of CCF. The Director of Strategic Communications reports to the Vice President of Development & Donor Engagement and supervises the Communications and Events Manager.

Position Content

A. CORE RESPONSIBILITIES

I. Strategic Planning & Measurement - 30%

- Developing, implementing, and monitoring an integrated marketing and communications plan that advances CCF's mission and goals, enhances the foundation's reputation locally and nationally, and grows awareness of its philanthropic services, expertise, and impact.
- Managing all communications channels, including publications, advertising, media relations, web, marketing, and events.
- Researching and setting the annual marketing and communications budget to prudently allocate financial resources for maximum effect.
- Analyzing, defining, and segmenting the foundation's complex audiences: individual philanthropists, institutional investors, grantees, professional advisors, and community partners.
- Soliciting, considering, and implementing feedback from CCF leadership, colleagues, the board of directors, and external resources as needed.
- Staying informed of industry best practices.
- Measuring, analyzing, and reporting the effectiveness of strategic marketing communications initiatives and ongoing efforts.

II. Brand Management - 5%

- Managing the organizational brand by representing the brand in strategic, cross-functional decision-making, serving as managing editor of nearly all external communications, and providing clear creative direction to contractors such as designers, photographers, videographers, and writers.
- Crafting and adjusting key messages to establish and sustain relevance with various audiences both broadly and for targeted communications initiatives.

III. Content Marketing, Advertising, and Media Relations - 30%

- Creating and curating content for various channels and audiences and multi-purposing content to optimize the costs of content creation.
- Devising quarterly print, digital, and radio advertising campaigns that support broader development and grantmaking goals.
- Maintaining relations with editors and content managers of Catholic media to secure presence in Catholic newspapers and radio. This includes pitching stories, drafting and sending news releases, and coordinating regular meetings and outreach.

- Setting marketing strategies for targeted audiences to enhance specific development initiatives (e.g., women’s philanthropy).
- Managing various CCF-owned communications channels (e.g., email, web, publications, etc.) and developing content strategies for each.
- Identifying and managing external resources needed to deliver content priorities (e.g., writers, designers, web developers, and videographers).
- Acting as managing editor, reviewing and editing all CCF content, including creative briefs, event programmatic messaging for events, speeches, letters, articles, stories, publications, etc.

IV. Event Strategy and Oversight - 20%

- Setting an accessible event strategy that showcases CCF’s expertise, community insights, and impact to engage existing donors and partners and attract new prospects.
- Developing event-specific content strategies that consider brand risk, external relations, and the overall strategy and goals of the foundation.

V. Executive Communications - 5%

- Ghostwriting communications from CCF president including speeches, letters, and presentations.
- Identifying and securing opportunities for elevating the presence and visibility of CCF’s executive voice in pertinent areas (e.g., Minnesota philanthropy, Catholic stewardship, community leadership, etc.).

VI. Support Other Teams & Functions – 10%

- Supporting other functions of the foundation such as fundraising, finance, professional advisor outreach, and grantmaking to ensure all communications convey consistent tone and messaging.

B. DESIRED SKILLS, KNOWLEDGE AND/OR ABILITIES

Experience: At least 5+ years leading marketing and communications efforts.

Education: Bachelor’s degree in English, marketing, communications, or a related field.

Skills: You must be able to craft strategic plans and documents to align efforts across projects and core functions of the foundation. You must have brand management skills. You must be able to effectively manage others. You must be a clear communicator who can convey expectations to your direct report, colleagues, foundation leadership, media contacts, and external partners. You must have a working knowledge of content marketing. You must be able to design and execute a marketing strategy across a variety of mediums (e.g., print, digital, social, and radio). You must have proven project management skills with the ability to track and manage multiple, concurrent tasks. You must be an excellent writer, someone who understands how to frame a message in a clear, concise, and compelling way. You will be familiar with social media platforms and paid promotion functions, especially that of Facebook. Proficiency is required in Microsoft Office. Some working knowledge of WordPress and Mailchimp is also required.

Characteristics: You are self-motivated and comfortable taking initiative. You enjoy setting strategy and are willing to assist with project execution as well. You're a learner and like to locate and organize information. You should enjoy a collaborative work environment and bring a developed sense of how to work successfully on a team and across departments. You should desire a dynamic work setting where you are managing multiple disparate projects simultaneously, and bring an ability to gracefully receive direction and feedback. A heart for the Catholic faith and our local community is also desired.

To Apply

Please send a cover letter, resume, and two professional references to Christine Roberts at christine@robertsandmore.com. Application review will begin October 19, and the position will stay open until filled. All inquiries and applications will remain confidential, and professional references will not be contacted until later in the search process.

The Catholic Community Foundation of Minnesota is an equal opportunity employer.