

**Job Title:** Director of Communications  
**FLSA:** Exempt  
**Date Revised:** May 2019  
**Location:** Baltimore or remote location



**Position Overview:** The Director of Communications will work with the Leadership Team to develop and implement a comprehensive communications strategy for JVC that supports goals that include but are not limited to recruitment and admissions of Jesuit Volunteers, cultivation and stewardship of donors and engagement of the former Jesuit Volunteer (FJV) community. Throughout all this work, the Director promotes JVC's core values—social justice, simple lifestyle, community and spirituality—in all engagement and programming.

**Accountability:** Reports to the President

### **Principal Duties and Responsibilities**

- Provide vision and leadership for all internal and external communications including intranet, website, social media, and monthly electronic gatherings and mailings; lead the design and production of print and online materials including magazine, website, and promotional collateral; drive significant usership and readership growth across digital, print, and social media metrics
- Implement and maintain strong brand identity in order to grow brand recognition with donors, recruits, and new organizational partners
- Support the Development and FJV Engagement Teams to:
  - Meet annual development goals;
  - Increase FJV giving rate, average donation and total dollar participation by helping to identify prospects for major gifts; design and implement strategies for improving overall giving rates; report on development-related activities and periodically attend development planning meetings
  - Contribute to the development of accurate and complete FJV and donor database records; capture contact, biographical and career information of alumni via surveys, projects (e.g. alumni directory), correspondence, website, postal returns, etc.
  - Support communications strategies that establish and build relationships with a wide range of alumni, donors and partners to foster the growth and sustainment of JVC's mission; maintain regular communication via direct contact, email blasts, website, and print publications; identify and pro-actively provide President with opportunities to engage or acknowledge FJVs for accomplishments or milestones
- Collaborate with Program and FJV Engagement Teams to:
  - Support on-campus recruiting and admissions processes through social media, design and development of recruiting materials and identify ways of giving greater visibility to JVC application opportunities;
  - Develops and/or reviews all emails/correspondence that go out to agency partners throughout the entirety of the admissions process;
  - Representing JVC at recruiting events and conducting interviews of applicants as necessary
- Collaborate with the FJV Engagement Team to:
  - Create opportunities for FJVs locally and nationally, through in-person and online forums, to inspire greater FJV fellowship, engagement with JVC and further exploration of the values
  - Develop the resources, platforms, and channels necessary to engage JVC stakeholders across the world; engage FJVs in online conversations and through developing dynamic web-based resources for conversation and community building; provide resources and tools for all JVs to develop a mindset of a lifelong commitment and connection to JVC from the initial point of entry into the organization
- Create an annual communications plan each spring that includes goals, milestones and budgets for the following fiscal year. Provide a monthly communication report to President with metrics on milestones, accomplishments, opportunities and challenges.

## **Requirements Education**

- Bachelor's degree, preferably in business, communications, marketing, or a related field.

## **Experience**

- At least 5-8 years work experience, preferably at a non-profit organization, directing and/or managing strategic communications to multiple audiences and stakeholders
- Former Jesuit Volunteer strongly preferred.
- Proven commitment to advancing racial equity principles and practices in an organizational setting
- Experience using CRM, CMS; Raiser's Edge experience preferred.
- Management of consultants used for projects that include design/publication of materials and software development and integration
- Demonstrated project management skills
- Experience managing staff

## **Knowledge, Skills, Abilities**

- Familiarity with JVC and commitment to JVC mission and four core values
- Technical skills including use of CRM/CMS (Experience with Raiser's Edge preferred)
- Design skills used directly to develop promotion and outreach materials
- Experience working with young adults
- Demonstrated intercultural competency and experience working across cultures
- Demonstrated experience in developing training of trainer materials
- Good interpersonal skills and comfort with various constituencies
- Ability to multi-task and work both individually and as part of a team
- Flexible, ability to adjust to changing circumstances
- Strong written and oral communication skills
- Familiarity with Catholic social teaching
- Personal experience of and comfort with Ignatian Spirituality
- Initiative & creativity

## **Working Conditions**

- Typical work day of 9am to 5pm
- High volume of office work; must have the physical ability to sit and stand for long periods, to perform daily activities from a desk and to operate a computer and other office equipment
- This position's work is cyclical with significantly greater workload at certain times.
- Significant domestic travel annually.

**Application Deadline: May 31, 2019**

***The Jesuit Volunteer Corps encourages applications from candidates of all ages, races, classes, gender identities, sexual orientations, religions, languages, and physical abilities.***

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization