

Communications and Development Manager Job Description

Position: Communications and Development Manager

Reports to: Executive Director

Position Summary

The Communications and Development Manager of Franciscan Mission Service is responsible for developing and implementing the communications strategy, and ensuring message discipline and the quality of our communications with supporters as well as internal communications.

This position will collaborate with the Associate and Executive Directors on external communications, media relations, and development projects.

Essential Duties and Responsibilities

Communications Strategy & Message Development

Lead the development of FMS' communications

- In collaboration with fellow staff, lead the development of messages for the organization and for specific campaigns that reflect FMS' mission and values
- Strengthen awareness around a clear, distinctive, positive identity or "brand" for FMS
- Identify priority audiences for our communications
- Identify appropriate communications vehicles—including the Internet and other electronic media
- Advertise and promote FMS' programs and events
- Ensure consistent, high-quality, appropriate delivery of FMS' message

Print & Electronic External Communication

Produce high-quality, consistent, compelling materials for external audiences

- Work with staff, missionaries, volunteers, board, and other contributors to write, edit, publish and design:
 - Bimonthly "Franciscan World Care" email newsletters
 - Quarterly "In-Basket" email newsletters
 - Blog posts
 - Social networking pages and other electronic media
 - Power Point presentations, handouts, brochures, rack cards, fliers
 - Print and digital advertisements
 - Press releases about FMS missionaries, staff, events and programs
 - Biannual appeals
 - FMS' annual report
- Shoot, edit and produce videos and photos
- Manage FMS photo bank, video bank and other archival material
- Manage freelance designers, photographers, videographers, and other consultants
- Maintain FMS' website

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Media

- Train staff so they are prepared to represent FMS professionally and informatively
- Monitor appearances of FMS and its affiliates in media
- Cultivate contacts with media
- Work with executive director to communicate with media

Fundraising/Development

Participates in annual fund raising strategies:

- Work with executive director on coordinating and writing direct mail appeals
- Participate on grants team, as needed
- Facilitate online donations through Facebook and website
- Ensure creation of materials for World Care Benefit and Celebration including but not limited to: invitations, print programs/commemorative journal, social hour slideshow, script for the evening, and signage.

Programming

- Educate missionaries/volunteers on how to tell stories, take photos and video. Prepare them to communicate effectively with staff, supporters and public
- Participate in recruitment process including collegiate relations, fairs, and applicant process
- Supervise communications volunteer(s)
- Oversee social media ministry which invites people to deeper explore the Franciscan charism, mission, and cross-cultural values.

Qualities and Experience Desired

- Bachelors degree required in communications, journalism, public relations, or related field
- Minimum of five years experience in communications
- Outstanding written and verbal communication skills
- Strong English grammar skills and attention to detail.
- Ability to interact effectively with diverse constituencies
- Capable of both a high degree of independence and team approach in work responsibilities
- Demonstrated strategic thinking skills
- Ability to meet deadlines and be flexible
- Detailed-oriented
- Strong organizational and time-management skills and customer service orientation
- Commitment to the mission and ideals of Franciscan Mission Service
- Proficiency in Microsoft Office
- Familiarity with Adobe Creative Suite (Photoshop, InDesign)
- Web experience, including a familiarity with HTML, CSS and content management systems
- Basic photography and video skills
- Creativity and eye for aesthetics

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Qualities and Experience Preferred

- Experience in video editing software such as Final Cut Pro
- Familiarity with and appreciation of the Franciscan Charism and Catholic Social Teachings
- Experience in a full-time volunteer/mission program
- Experience in marketing or development
- Proficient in AP Style

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.

FMS offers a comprehensive benefits package, including 4 weeks of paid vacation, 12 days of sick leave, a retirement plan with a generous match, comprehensive health insurance (we pay the premium!), and short/long term disability insurance.

To apply

Please send cover letter and resume as attachments jobs@franciscanmissionservice.org addressed to Executive Director Kim Smolik. Due to the large number of applicants, we are sorry we will not be able to respond personally to everyone who submits. Position is open until filled.

Overview of FMS

FMS helps Catholics prepare and serve two- to six-year international, one-year domestic and one- to two-week short-term mission opportunities in Africa, Latin America, North America, and the Caribbean. FMS also reaches thousands of people through its online ministry including social media and blogs. In all of our work, we prepare Catholic servant leaders in the spirits of Saints Francis and Clare of Assisi. Over the past 25 years, FMS has commissioned more than 180 long-term lay missionaries who have touched countless lives around the world in 19 countries and Washington, DC. Missioners areas of service include accompaniment of women, youth, and children in need; agriculture and ecological awareness; education; prison ministry; and homelessness ministry, among others. FMS' comprehensive formation and ongoing training and support equip missioners with the essential tools to succeed in ministry and impact their home North American communities after their participation in FMS' programs.

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