



LOYOLA ON THE POTOMAC

A Jesuit Retreat House

Post Office Box 9
9270 Loyola Retreat Road
Faulkner, Maryland 20632

Telephone: (301) 392-0800
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Job Description **Director of Development and Marketing**

Position Title: Director of Development and Marketing
Status: Full-time (32 hours)
Reports to: Executive Director
Location: Faulkner, Maryland

Job Description Summary:

The Director of Development and Marketing is responsible for the fundraising activities, marketing, development, and media exposure of the Retreat House in order to further the Mission and Ministry of our work.

Essential Duties and Responsibilities:

Duties include, but are not limited to:

- Coordinate print advertisement in Catholic Newspapers, local newspapers and magazines as scheduled
- Maintain a Social Media presence on behalf of the Retreat House
- Maintain and update the Retreat House website
- Coordinate website calendar, retreat application forms and payment procedures
- Represent the Retreat House at Charles County Chamber of Commerce events
- Maintain the donor data base and coordinate monthly acknowledgements and year end gift letters
- In cooperation with the Executive Director, coordinate Annual Giving Mailing
- Coordinate the annual *Society of Retreat Angels* campaign
- Coordinate the *Pathways to the Stations* Brick program
- Coordinate and oversee Fund Raising Events including the *Crab Feast* and *Loyola Honors*
- Solicit sponsorships for Fund Raising events
- Recruit and oversee volunteers for Fund Raising Events
- Develop additional fund raising opportunities to further the Mission of the Retreat House which might include grants, events and/or additional solicitations
- Edit and distribute monthly e-newsletter "*Letters from Loyola*"
- Coordinate "*Notes from Loyola*" at the conclusion of Ignatian Weekend Retreats (Sunday)
- Prepare quarterly report for the Board of Directors
- Participate in the Board of Directors Development and Marketing committee meetings

Minimum Qualifications:

- 3 – 5 years of experience in marketing and/or development, preferably in a non-profit, religious environment
- Experience in coordinating Fund Raising Events and Campaigns
- Excellent interpersonal and oral/written communication skills
- Computer proficiency in Word, Excel, WordPress
- Experience in data base management (Raisers Edge, preferred)
- Experience with Vertical Response (desired)
- Team Player who is organized and possesses the ability to multi—task
- Bachelor’s degree or equivalent experience
- Willingness to participate in the Archdiocese of Washington VIRTUS program (child protection program)