



Position Title: **Regional Director**

Reports to: **General Manager**

Mission Statement

Relevant Radio® assists the Church in the New Evangelization by providing relevant programming through media platforms to help people bridge the gap between faith and everyday life. We believe that Jesus Christ can transform people's lives, and that media has the power to deliver this message of hope in powerful and transformative ways. We exist to bring the beauty, goodness and truth of the Catholic Faith into the everyday lives of people who seek it, whenever and wherever they are.

Guiding Principles

- Faithful to the Magisterium and Catechism of the Catholic Church
- United to the Bishops
- Under the protective intercession of the Blessed Virgin Mary

Function Summary: Responsible for executing fundraising and operation strategies that will support long term growth and sustainability of Relevant Radio.

Responsibilities:

- Solid understanding of the mission, programming content and audience of Relevant Radio.
- Adheres to Relevant Radio policies and procedures.
- Maintain the advancement and marketing program for the region by implementing strategies that cultivate, solicit and steward listeners and potential supporters and giving opportunities.
- Build relationships with the local (Arch)Bishop, clergy, parish administrators, and ministries to promote Relevant Radio, which enhances and supports the evangelization efforts in their local parish communities.
- In coordination with Network Director of Volunteer Services, the Regional Director work closely with Parish Ambassadors to build relationships with clergy and the local community.
- Implement listener acquisition strategies as defined in annual Regional Director plans.
- Work with local organizations on co-branding and cross promotion. Work with production team to manage the local Advancement on-air inventory through the FileMaker program for local promotions.
- Coordinate and manage local volunteer program. Work with Parish Ambassadors to help support marketing and fundraising efforts. Volunteers will aid in promotion of Relevant Radio at local parishes, within (Arch)Diocese and at local community events.
- Execute one major event per year (or one every two years) to promote and support Relevant Radio in the local market.
- Support the quarterly Relevant Radio pledge drives. Extend thank you calls and notes to high level contributors and reach out to lapsed donors.
- Work with Network Communications to devise short and long term strategies to grow the mid-level donors. Maximize donor prospects by analyzing giving history and statistics.
- Transition potential advertising leads to the Sales Team; encourage and support sales client relationships with Relevant Radio.
- Adhere to corporate policies and procedures to ensure the integrity of the giving programs. Maintain the highest level of confidentiality related to donor/prospect information.
- Utilize Raiser's Edge and research database programs for donor records, moves management and donor analysis.
- Attend continuing education and professional development seminars and programs as authorized.
- Perform other duties and projects, as assigned.

Experience and Skill Requirements

- Catholic, active faith life in accord with teachings of the Catholic Church.
- Bachelor's Degree in related field, with advanced training or degree desired.

- Five (5) plus years of marketing and/or fundraising experience.
- Ability to build relationships with prospective donors that will lead to increased philanthropic support of the organization.
- Solid interpersonal, communication, business writing and presentation skills. Able to serve as key spokesperson for organization.
- Strong planning, organizational and critical thinking skills.
- Strategic thinker with demonstrated ability to develop creative fund development plans.
- Demonstrated ability to set and achieve objectives and goals, as well as meet deadlines.
- Excellent relationship building skills; ability to super-serve the needs of our benefactors and our local market leadership council's.
- Knowledge or involvement in Catholic fraternal organizations and associations.
- Able to work independently and with flexibility.
- High level of personal energy and enthusiasm.
- Proficient with Microsoft Office Products, as well as, database management and Raiser's Edge usage.
- Valid driver's license required. Ability and willingness to travel.