



Position Title: Catholic Legacy Product Manager

Reports to: Chief Financial Officer

Mission Statement

Relevant Radio® - Bringing Christ to the world through the media.

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

Overview: The Product Manager will oversee the development of a new online service tailored for Catholics seeking assistance with will-making, healthcare directives, and funeral plans. The ideal candidate should possess a unique blend of technical, creative, and people skills, along with a deep understanding of Catholic faith and its practices related to estate planning and funeral processes.

Responsibilities:

Product Oversight:

- Conduct comprehensive reviews of the website to enhance grammar, style, wording, and overall user experience.
- Take ownership of backend aspects to ensure smooth operation and user satisfaction.

Marketing and Customer Service:

- Develop and implement marketing strategies to reach the target audience effectively.
- Manage customer service channels to address inquiries, feedback, and concerns promptly and empathetically.
- Stay updated on Relevant Radio Website/App, Programming, and Marketing initiatives to align Catholic Legacy with the brand experience.
- Assist with mailings and fulfillment related to Catholic Legacy marketing.
- Contact Parishes to promote the benefits of the Catholic Legacy platform for funeral planning and planned giving efforts.

Collaboration and Coordination:

- Work closely with third-party contractors like attorneys and web developers to enhance the product.
- Ensure seamless integration of their work into the website.
- Coordinate with internal staff to align the new product line with company objectives.

Compliance and Sensitivity:

- Ensure content and processes comply with legal standards and align with Catholic teachings on estate planning, end-of-life care, and funerals.

Company Expectations:

- Understand Relevant Radio's mission, programming content, and audience.
- Adhere to company policies and procedures.
- Attend relevant trainings to stay updated on company practices.

Experience and Skill Requirements:

- Catholic. Active faith life in accord with teachings of the Catholic Church.

- Bachelor's degree in business, marketing, or related field preferred. Additional certifications in estate planning or related areas are preferred.
- 3 years of professional experience. Non-Profit experience preferred.
- Strong customer services skills. Can-do attitude with a willingness to super-serve the needs of our volunteers, donor, and listeners.
- Possess a positive and enthusiastic attitude along with the ability to work successfully with others. Professional demeanor: ability to work with a variety of people at various giving levels.
- Excellent writing skills: ability to write effective business correspondence: letters and emails for both internal and external communications.
- Strong interpersonal communication skills; effective listening skills.
- Speak and write English.
- High degree of energy and passion for extending the mission of Relevant Radio.
- Excellent organizational and attention to detail skills. Must be able to multi-task with accuracy.
- Excellent follow through on tasks.
- Proficient in Microsoft Office Products: Excel and Outlook.
- Raiser's Edge and/or related database experience.
- Experience working in a Parish environment, specifically the funeral/cemetery processes are a plus.
- Planned giving experience preferred.
- Website development or related experience preferred.
- Valid driver's license required. Ability and willingness to travel.
- Ability to lift twenty pounds.