



Diocese of St. Augustine

Position Description

Position: Development Assistant
Reports to: Executive Director
Effective date: January 2019

FLSA: Non-Exempt

General Summary:

The Development Assistant will work closely and under the direction of the Executive Director to aid in supporting the vision for growth as it relates to donors, online giving, memorials, campaign giving, social media platforms, and pilgrimages/retreat activities.

Essential Duties and Responsibilities:

- Reporting and recordkeeping of data entries and monetary gifts via development software, including reports on social media, email lists and campaign effectiveness.
- Executes and supports annual appeal and fundraising initiatives. Assists Executive Director in implementing strategies to expand awareness of The Shrine and Mission via various media platforms.
- Oversee and administer social media platforms, including optimizing traffic to The Shrine's Web site, petitions, and fundraising campaigns/donations.
- Creates neat and professional correspondences, as assigned, free from error and with good grammar and proper English; proofreads and edits materials; duplicates and distributes materials as necessary.
- Provides research, accurate and timely filing; organizes and maintains a neat and efficient filing system; creates updates and maintains accurate databases, electronic files and other records and information.
- Assists or prepares, sends and collects invitations and RSVPs for events.
- Performs other related duties, as assigned by the Executive Director of The Shrine of Our Lady of La Leche.

Knowledge, Skills, and Abilities

- Bachelor's Degree in Marketing, Communications, Business Administration or related field.
- Excellent writing and communication skills, both written and verbal.
- Must be proficient in English grammar with excellent research, interpretive, writing, proofreading and editing skills.



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- Fluent in technology, continuously looking for ways to use technology to make the office and work responsibilities more effective and efficient.
- Minimum 2 years' experience on social media platforms, especially Facebook and Twitter, with a proven track record of achieving excellent engagement levels and growing follower base.
- High analytical skills, committed to measuring success through data analysis from various channels: Google Analytics, Facebook page analytics, etc.
- Must maintain a high level of attention to detail, accuracy, and efficiency; a person with superior organizational skills.
- Must consistently demonstrate a positive, friendly, respectful and caring attitude with colleagues and the public, in word and deed, projecting a welcoming atmosphere to all who visit.
- Must be able to organize and prioritize work, be proactive, take initiative, resolve complex problems, follow through, and simultaneously manage multiple priorities.
- Must have the ability and experience to work in a respectful team environment with other diocesan personnel and the ability to develop and maintain positive relationships with clergy, diocesan employees, and outside contacts.
- Must have a passion for the mission of The Shrine and be able to respect, promote, accommodate, and not be in conflict with the mission, moral and social teachings, doctrines, and laws of the Roman Catholic faith.
- Ability to pursue this mission with energy, drive and a need to produce results, especially in the face of resistance or setbacks. Must be flexible, self-confident, assertive and persuasive.
- Ability to build relationships with coworkers, rector, and interact in a positive manner.
- Honors, respects, and cares for all people; displays cultural diversity awareness and sensitivity.
- Must successfully pass the required criminal background check prior to employment and every five years.
- Proficient in information technology including Microsoft Office Suite and various software. A minimum of 40 wpm required.