



St. Mary Student Parish

Catholic Campus Ministry at the University of Michigan

Development Coordinator

I. Introduction

St. Mary Student Parish (SMSP), located in Ann Arbor, MI, is a Diocesan parish, staffed by Jesuits serving the faculty, staff, and students of the University of Michigan as well as resident parishioners. SMSP hosts an average of 1,600 people at six or seven weekend masses (one in Spanish) and offers spiritual formation programs for undergraduates, graduate students, young professionals, and our resident parishioners.

II. Overview

The Development Coordinator provides strategic marketing direction and support for the Parish community. This position oversees the Parish's fundraising efforts, donor and alumni relations. This is an hourly position estimated at 24 hours per week and reports to the Pastor.

III. Specific Responsibilities

A. Marketing and Communications (46%)

- i. Establish meaningful connections with donors at all levels (within SMSP and outside of SMSP), fostering relationships based on trust, gratitude, and our shared values.
- ii. Assist in the creation and implementation of communication strategies with a focus on inviting financial contributions
- iii. Ensuring the timely, personalized and appropriate acknowledgement of gifts given to the donors.
- iv. Participate in staff donor special events such as Parents and Family Weekend events, Graduation Mass and Reception, and Volunteer Appreciation Dinner.

B. Fundraising (37%)

- i. Develop and execute a strategy to meet targeted goals for Sunday Collections and our Campus Ministry fund
- ii. Develop and execute a strategy to secure major gifts and/or planned giving.
- iii. Cultivate new funding sources including students, parents of current students, and alumni
- iv. Oversee our ongoing campaigns/mailings – i.e. All Souls, End of year appeal, Spring appeal, March Match, Fall/Spring newsletters, Diocesan Service Appeal, etc.

C. Collaboration (17%)

- i. Act as an advisor to SMSP's leadership team to develop and execute initiatives to engage, educate and acknowledge donors.
- ii. Work with Steier Group and the leadership team to support the simultaneous comprehensive campaigns for SMSP and the Diocese of Lansing (Goal of \$3.5-4.25M)
- iii. Assist in the implementation of the strategy developed by the Stewardship Committee

IV. General Qualifications and Expectations

- A. Bachelor's Degree/experience in communications, marketing, public relations, fund development and/or journalism preferred
- B. Proficient user and developer of social media; at least 2+ years experience in the execution of social media strategies
- C. Knowledge of Catholic Church vision, teachings, structure and policies
- D. Ability and desire to build new donor relationships while maintaining ongoing ones
- E. Must be able to maintain confidentiality
- F. Self-motivated, flexible and personable
- G. Some evening and weekend work may be required

V. To Apply Email resume and cover letter to Cathy Welch, cwelch@smspnewman.org