



DIRECTOR OF MARKETING & COMMUNICATION

April 1, 2026

CATHOLIC RECRUITER ASSOCIATES

EXECUTIVE SEARCH • MANAGEMENT CONSULTING



BACKGROUND

Catholic Charities East Bay is a nationally accredited non-profit social services agency. Since 1935, we have provided innovative solutions to help people who struggle with poverty and other complex issues. We offer immigration legal services, housing assistance, and mental health and wellness.

The Director of Marketing & Communications reports to the Chief Executive Officer and serves as a strategic leader responsible for developing and overseeing CCEB's brand, messaging, and external communications across all programs and platforms, including the organization's website and social media channels. This role ensures that CCEB's mission, values, and impact are communicated through our communication channels and events. The Director of Marketing & Communications also builds and maintains strong relationships with members of the media to advance organizational visibility and outreach.

Responsibilities:

Marketing Communication

- Oversee digital marketing, social media, email marketing, print communications, collateral, photo and video shoots, onsite signage, etc.
- Plan, write, design, and send monthly newsletters to all CCEB subscribers.
- Support fundraising campaigns and donor communications in partnership with the Development team.
- Produce marketing materials that provide overall agency messaging, promote events and support CCEB programs.
- Design and create an annual Impact Report.
- Develop guidelines for all logo use and manage creative direction and approval for all flyers and marketing materials created by other departments or program partners.
- Lead visibility campaigns to promote programs, events, and other initiatives.

Department Manager Support

- Manage one full-time, in-house social media coordinator
- Develop annual department strategy and develop the supporting budget for department objectives.
- Develop strategic communications, media strategy, website content and social media campaigns
- Create and maintain a communication/marketing calendar with submission deadlines for all programs.
- Provide copywriting templates and guidelines to key departments and review and edit all content before publication to ensure quality and consistency.
- Conduct necessary surveys for customer feedback.
- Develop the internal processes and approval for all corresponding work by other departments to ensure consistent messaging.
- Develop and produce materials promoting all CCEB events.



Website & Social Media

- Oversee all aspects of the CCEB website including design, stories, functionality, and update with news articles.
- Manage relationships with any freelance designers, photographers, or web developers.
- Manage all social media and communication systems which includes Vimeo, Constant Contact, LinkedIn, Facebook, and Instagram.
- Increase audience reach and engagement across all social media platforms.
- Other duties as assigned.

Media and Public Relations

- Serve as the primary contact for press and media inquiries.
- Monitor Bay Area media for emerging stories and opportunities.
- Identify opportunities for advertising and paid partnerships to promote the brand and attract supporters.

Qualifications:

- Minimum of 5+ years of marketing and communications experience with demonstrated success in donor driven or mission driven organization.
- Bachelors degree in Marketing, Communications, Public Relations or related field.
- Proven success in brand management, digital marketing, and media relations.
- Strong writing, editing, and storytelling skills with ability to craft compelling narratives.
- Proven ability to develop and execute comprehensive communication strategies.
- Experience with website management, email marketing platforms, social media and analytics tools.
- Hands on experience with design tools (Canva, Adobe Creative Suite or similar) and ability to create marketing materials.
- Demonstrated success working in lean environments and building systems from scratch and experience launching or rebranding in a major initiative, facility or campaign.
- Experience supervising staff and managing budgets.
- Strong interpersonal skills with ability to coach and support all staff.

Salary: Commensurate with background and experience (\$120,000-\$140,000). Comprehensive benefit program (details will be furnished to finalist candidates).

Application Deadline: April 30, 2026

(We reserve the right to shorten the deadline for applications if we have sufficient interest. Please apply early to ensure your background will be considered.)

For consideration, please email resume to:

Brent Morton
Senior Vice President of Recruiting
Catholic Recruiter Associates
Brent@CatholicRecruiter.com

Note: Only those selected for an interview with the search committee will be contacted.

This position serves a vital religious function that supports the mission and beliefs of the Roman Catholic Church.

Search managed by:

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