

CATHEDRAL BASILICA OF SAINTS PETER AND PAUL
PHILADELPHIA
Reverend Gerald Dennis Gill, Rector
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Job Description-Associate Shrine Director
Part-time (20 hours per week)

**Planning, Development, and Promotion of Events and Fundraising Initiatives for the
Saint Katharine Drexel Shrine and Memorial to the Venerable Cornelia Connelly
at the Cathedral Basilica of Saints Peter and Paul**

SUMMARY:

Working closely with the Shrine Director, Father Dennis Gill, plan programming and promotion of the Shrine of Saint Katharine Drexel (SKD) and the Memorial to the Venerable Cornelia Connelly (VCC), arrange programs and special events/pilgrimages and work with donors. In addition, advance the cause of Venerable Cornelia Connelly's Canonization with accurate record keeping and documentation of favors received through her intercession.

Hands-On Work *(for both Shrine and Memorial)*

- Greet Groups and play a role in welcoming groups that visit the Shrines
 - Work with Martha Ortiz to arrange for group visits/activities for students and other visitors
- Actively promote visits by individuals and groups
- Event Scheduling / Occasions of Prayer at the Tomb of Saint Katharine Drexel and the Memorial of Venerable Cornelia Connelly
 - Work with staff and volunteers to arrange for and train Tour Guides to promote the Shrine and the Memorial
 - Work with staff members for Scheduling Tour Groups to visit
 - Set up activities for different age groups to encourage schools to visit
 - Write speeches for Tour Guides about SKD and VCC
- Membership in Organizations
 - PhillyShrines.org
 - Chamber of Commerce
 - National Association of Shrine and Pilgrimage Apostolate (NASPA)

Hands-On Work *(for Memorial to Venerable Cornelia Connelly)*

- Receive and record the favors received through the intercession of Venerable Cornelia Connelly
- Advancing the cause of Venerable Cornelia Connelly's Canonization

Development

- Working closely with the Shrine Director: identify needs and brainstorm ideas for fundraising programs for the coming year; develop and organize all aspects of the Shrine and Memorial fundraising programs and implement strategies to foster positive relationships.
- Research and identify potential donors, including donation programs and opportunities available through local, state, and federal programs and sponsors.
- Write or oversee the writing of donor campaign mailings and applications for grants
 - Research Grant prospects; write private/family foundation LOIs/proposals/grants within organization's capacity
 - Manage follow up (reports, evaluations, etc).
- Membership in groups throughout Philadelphia and surrounding regions as well as across the country to promote the Saint Katharine Drexel Shrine and Memorial to Venerable Cornelia Connelly
- Establish and maintain friendly business communications with individual and business donors or sponsors.
- Oversee meetings to plan milestones and requirements of all teams regarding fundraisers
- Create reports post-event to analyze data and determine the marketing effectiveness for the fundraising program

Marketing and Communications of Activities and Donor Initiatives

- **Collaborate with Director to define target audience(s), key messages, and media.**
- **Write and/or edit all communications materials**, working with Shrine Director to strategize, develop, and implement content to be disseminated via advertising (both print and digital), social media, and website. Write press releases and work with Archdiocesan Communications office to distribute
- **Responsible to develop print and digital collateral and marketing materials** (flyers, brochures, postcards, posters, advertisements, and program materials, etc.) for event promotion and fundraising—with clear and engaging content, ensuring that messaging is consistent with other materials produced by the Shrine and Memorial.
- **Social Media Posting and scheduling of posts**; messaging for posting on a regular basis on Facebook, Instagram, and other social media.
- **Maintain Shrine website**: Work with Web Developer to post/update information on websites, ensure that website is working properly. Use Google analytics for evaluation.

- **Research, establish and maintain contacts, and interview sources for stories.** Write and edit articles for publication in external magazines. Assist Shrine devotees in telling their stories. Distribute and leverage stories across platforms.
- **Contribute to the monthly email** as needed using Constant Contact.

Qualifications

- B.A. Degree from accredited College or University
- 5-7 years of non-profit fundraising experience, with demonstrated experience raising funds and examples of positive outcomes
- Exceptional written, verbal, and interpersonal skills
- Excellent working knowledge of Microsoft Suite, and Creative software (Adobe PhotoShop or similar; InDesign or similar)
- Experience measuring data and outcomes of events to determine marketing effectiveness; experience managing and tracking donor contributions and organizing gathered data
- Ability to work well with diverse groups and populations
- Positive and collaborative attitude when managing groups and overseeing initiatives

September 2022