

National Council Office Society of St. Vincent de Paul	
Position Description	
Position Title:	National Marketing & Communications Manager
Reports To:	Senior National Director of Marketing and Communications
Classification:	Full-Time Exempt

Objectives:

To raise the brand presence of the Society of St. Vincent de Paul via our social media, website, and media relations; also provide information and support to both members of the Society and those not involved in the Society through various forms of marketing and communication channels (email, video, photography, digital graphic design, and all other forms of both external and internal communications).

Key Responsibilities:

- Maintains the Society's social media presence through posts on LinkedIn, Facebook, and Instagram. Monitors trends and analytics to make sure SVdP content meets the needs of our various online audiences, including Vincentians, donors, potential members, and those we serve.
- Designs and produces marketing materials, including social media posts, donor communications, email campaigns, and others as assigned.
- Supports broader communications efforts, including writing, interviewing, coordinating with vendors, and contacting media.
- Works with video files including extracting and pulling together clips.
- Creates materials for the National Assembly, Midyear Meeting, and other national events, including presentations, save the dates, and email promotions.
- Helps promote the Society through support of several event sponsorships each year, including material development, booth management, swag creation, and follow up communication.
- Provides exceptional assistance to Vincentians requesting information regarding communications and branding.
- Performs administrative tasks specific and necessary to the Chief Advancement Officer and the Senior National Director of Marketing and Communications.
- Assists the Senior National Director of Marketing and Communications with various internal and external communications programs and initiatives, including media outreach.
- Accepts responsibility for quality work product.
- Other assignments as determined by supervisor.

Key Competencies:

- Efficient/effective communication oriented.
- Ability to self-start, balance multiple priorities, and be accountable to deadlines.
- Prioritizing.
- Accuracy and detail oriented.
- Multi-task oriented.

- Follow-through and time-consciousness.
- Ability to initiate independent activity.

Key Competencies, continued:

- Willingness to function as part of a team.
- Knowledge of National Council brand standards and “voice.”
- Collaborative spirit with National Council staff and Vincentians across a variety of work functions.
- Flexibility/adaptability to a variety of assignments.
- Ability to collaborate with coworkers, Vincentians, and members of the general public.
- Competent in developing measurable objectives.

Skills, Knowledge and Experience Requirements:

- Strong communication skills (verbal and written) and graphic design skills.
- Knowledge of social media algorithms and trends.
- Familiar with paid advertising on social media platforms including Facebook, Instagram, and LinkedIn.
- Computer literacy and familiarity with key operating systems that the National Council Office currently uses, including Microsoft Office, the Adobe Creative Suite, HootSuite.
- Ability to maintain focus on work through interruptions.
- Ability to handle multiple projects and changing priorities.
- Relates well to outside contacts and other staff members.
- Organizational ability.
- Proofreading skills.
- Photography and/or video skills a plus.

Posted:
November 11, 2025

Expires:
January 10, 2026

Category:
Marketing/Advertising

Terms:
Full-Time Employee

Experience:
2-5 Years

Education:
Undergraduate Degree

Base Pay:
\$60k to \$70k Salary

Approved by Chief Executive Officer: June 2024

Send applications or inquiries to: **dhileman@svdpusa.org**