



# National Communications & Marketing Manager

Position Profile  
February 24, 2026

Society of St. Vincent de Paul USA



# The Society

Everyone deserves a voice – especially those who have nobody to speak for them.

At the Society of St. Vincent de Paul, the biggest way that voice is provided is by simply showing up. Every day, our 81,000 Vincentians are in the living spaces of those who need a helping hand.

No other charitable organization has a person-to-person mission that reaches so many people. In a given year, Vincentians serve more than 5 million people and make 2 million visits to people in their homes, prisons, hospitals, elder care facilities and other places.

Who are we? We are your mothers and fathers as well as your brothers and sisters. We are retired men and women looking to give back. We are college students learning to give back. We are married. We are single. We are rich. We are poor. We have white collars and blue. We are of every race and ethnicity. We are Democrats and Republicans. We see the Gospel not just as words but as a command to love our neighbors.

We are simply Vincentians. We don't care where you've been. We only care where you're going and what you need to get there.

We follow the example of Blessed Frédéric Ozanam, who at the tender age of 20, joined his friends in putting their faith into action by visiting the poor in their homes and offering what help they could. He discovered what we rediscover every day; that in giving to others, we receive even more and draw ever more closer to Christ.

Our work takes many forms. We pay electric bills when the monthly coffer is empty. We provide food, furniture and toys for children. We help those at a loss navigate the complicated social service system to get government aid that's available to those who have to know how to ask. We run thrift stores and homeless shelters. We assist those re-entering society after prison, and we provide home goods to those who have lost all in a natural disaster.

Mostly, at a time when so many people are saying no, **Vincentians say an emphatic yes.**





# The Role

The Society of St. Vincent de Paul USA (SVdP) is seeking an up-and-coming communications and marketing manager to join its national office team in Maryland Heights, Missouri.

As SVdP's National Marketing and Communications Manager, you will raise the brand presence of the Society of St. Vincent de Paul via our social media, website, and media relations.

In the role, you will also provide support and information to both current members of the Society and those not yet involved in the Society through various forms of marketing and communication channels, including email, video, photography, digital graphic design and all other forms of both external and internal communication.

If you are the ideal candidate for this role, you will have a love for the Mission of the Society and the service of those most in need. You will also be in your first or second role in marketing and communications and be seeking to now broaden and expand your duties and impact. If hired, you will report to and work with SVdP's Senior National Director of Marketing & Communications, Paula Gwynn Grant.



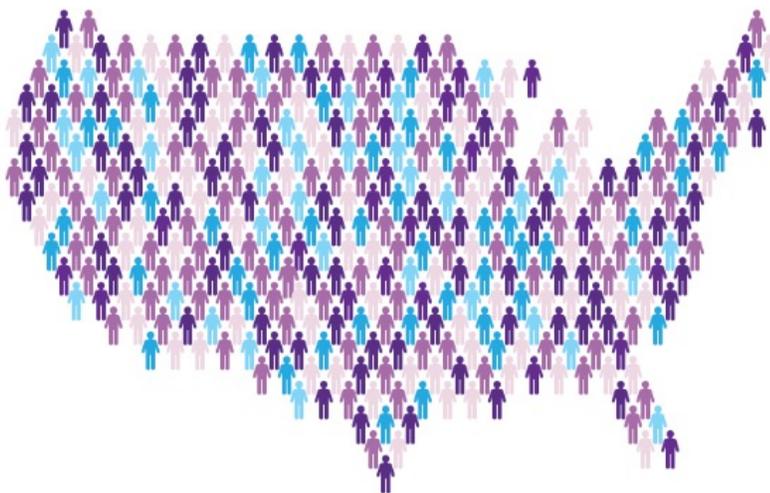
# What You'll Do: Core Responsibilities

- Maintain the Society's social media presence through posts on LinkedIn, Facebook, and Instagram.
- Monitor 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.
- Design and produce marketing materials, including social media posts, donor communications, email campaigns, and others as assigned.
- Support broader communications efforts, including writing, interviewing, coordinating with vendors, and contacting media.
- Extract and pull together clips from video files.
- Create materials for the National Assembly, Midyear Meeting, and other national events, including presentations, save the dates, and email promotions.
- Promote the Society through support of several event sponsorships each year, including material development, booth management, swag creation, and follow up communication.
- Provide exceptional assistance to Vincentians requesting information regarding communications and branding.
- Support the initiatives of the Senior National Director of Marketing and Communications by providing help with various administrative tasks.
- Assist the Senior National Director of Marketing and Communications with various internal and external communications programs and initiatives, including media outreach.
- Deliver quality work product and accept responsibility for all duties.
- Complete other assignments as determined by the Senior National Director of Marketing and Communications.



# What You Bring: Key Competencies

- You have a natural love for the work of the Society of SVdP.
- You are oriented toward efficient & effective communication.
- You are a self-starter and naturally initiate independent activity.
- You are time-conscious and hold yourself accountable to deadlines. You are known for excellent follow-through.
- You are excellent at prioritizing among various tasks, balancing multiple priorities and multi-tasking.
- You are willing to learn the National Council brand standards and "voice" and deploy them in all your work.
- You function very well on teams.
- You have a collaborative spirit and look forward to working with National Council staff, Vincentians and the general public across a variety of work functions.
- You are flexible and adaptable in a variety of different task assignments.
- You are competent in developing measurable objectives to gauge the success of your initiatives.



**\$1.7 BILLION IN AID EVERY YEAR**

SVdP of the United States provides more than \$1.7 billion in aid to more than 5 million people every year.

# What You Need: Key Requirements

- Bachelor's Degree.
- Strong communication skills (verbal and written) and graphic design skills.
- Knowledge of social media algorithms and trends.
- Familiarity with paid advertising on social media platforms including Facebook, Instagram, and LinkedIn.
- Literacy and familiarity with key computer 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.
- Ability to relate well to outside contacts and other staff members.
- Strong organizational abilities and demonstrated skills.
- Excellent proofreading skills and experience.
- Strong photography and/or video skills a plus.





# About The Society of SvDP

The Society of St. Vincent de Paul operates globally, with a mission that is rooted in the teachings of its founder, Blessed Frederic Ozanam, and its patron, St. Vincent de Paul. The organization is committed to embracing all works of charity and justice, making no distinctions among those they serve, as they see the face of Christ in everyone. We are a network of friends, inspired by Gospel values, growing in holiness and building a more just world through personal relationships with and service to people in need.



**John Berry**  
National President  
[Bio Link](#)



**Michael Acaldo**  
National CEO  
[Bio Link](#)



**Kevin Pratt**  
National COO  
[Bio Link](#)



**Paula Gwynn Grant**

Senior National Director of Marketing & Communications

Paula Gwynn Grant is a senior communications executive and Emmy Award-winning journalist with more than 30 years of leadership experience in media, nonprofit, and faith-based organizations. Prior to joining the Society of St. Vincent de Paul, she served as Chief Communications Officer (Secretary for Communications) for the Roman Catholic Archdiocese of Washington (DC), where she led media relations, marketing, and internal and external communications, serving as spokesperson for the Cardinal Archbishop.

She also served as Director of Communications for the Archdiocese of Atlanta. Earlier in her career, she held executive communications roles with the DeKalb County Housing Authority, Mercy Housing, and Fulton County Government.

She built her professional foundation in broadcast journalism, working in radio and television for outlets including PBS, NPR affiliates, and Black Entertainment Television, earning an Emmy Award and multiple radio honors.

A graduate of the University of Maryland with a Bachelor of Arts in Radio, Television and Film, Grant also earned a Corporate Communications Certificate from Cornell University

In 1989, representing Washington, D.C., she was crowned Miss Black America, a distinction that enhanced her national visibility and public leadership platform.

Grant is widely recognized for her expertise in crisis and change management, strategic marketing communications, and executive advisory leadership.

# Applications & Nominations

The Society of St. Vincent de Paul USA has hired **Magnanimity Search** to oversee the hiring process.

Interested applicants should send a cover letter, resume, three references\*, and links to any media or communications accomplishments you would like the Search Committee to consider to:

[svdp\\_search@magnanimity.us](mailto:svdp_search@magnanimity.us)

Please write “Application for National Communications and Marketing Manager” in the subject line.

*\*Note: References will only be contacted with a candidate’s permission during the later stages of the process.*

The Society of SVdP hopes to fill the position ideally by **April 1, 2026**, so we encourage interested candidates to submit their application materials **as soon as possible**, at a minimum by March 31, 2026.

We expect finalists in the search process will participate in four rounds of interviews, with one of those being a written interview.

We also welcome nominations to the email address above.

