



Mother of the Americas Institute Benefactor Development Program

Associate Director

We are excited to offer a unique opportunity to join Mother of the Americas Institute (MAI) where we serve as a think tank assisting the universal Church and the Church in the United States in the new evangelization.

We are looking for someone for our Associate Director who is honest, hardworking, reliable, relentlessly resourceful, a strong executor/operator/organizer, independent, a natural leader/manager, tech-savvy, with an entrepreneurial-type spirit.

MAI serves the new evangelization by exploring the reasons so many Catholics leave the faith and why even those who remain struggle to be effective witnesses of Jesus Christ to the world. This enables us to develop and implement programs to help Catholics rediscover their faith, becoming enthusiastic and transformed witnesses, and ultimately to change lives and transform the world in Christ.

As Associate Director you will be the Director's agent responsible for benefactor development, designing, executing, and managing viral marketing strategies, program development and implementation, and daily operations. You will be challenged, and you will grow professionally and personally. The importance of your role in MAI's success cannot be overstated. The right person will be able to multi-project manage, have technological expertise, be a creative problem solver, an excellent communicator, organized, amiable, collaborative, trustworthy, positive, disciplined, consistent, have great attention to detail, be willing to learn, and want to be part of something grand.

About MAI

Mission: To assist the universal Church, and especially the Church in the United States, with the new evangelization through theoretical and practical research, and communication of important findings through publishing, teaching, speaking, broadcast media, and social media, and program and project development and execution to fill needs that are not being met in order to change lives for Christ and His Church.

Vision: A Catholic Church in which the norm is for the average Catholic to be knowledgeable and zealous about living and sharing the faith.

Who We Are: We are an association of fellow scholars, catechists and evangelists who are dedicated to serving the Church and her increasingly urgent call to a new evangelization. We have taken seriously our Holy Father, Francis's admonition not to be overly concerned for immediate results but must take the "long view" as well (see *Evangelii gaudium*, paragraphs 222-225). Our focus is certainly not exclusively the long view, but neither is a lack of promise of immediate results a reason to reject a project. Rather, we seek ways to help pastors, their associates, and individuals to bring the truth of the Gospel to the world.

Associate Director Short Term Goals

1. Be primary engine for Institute success and effectiveness
2. Construct and execute effective benefactor development program
3. Launch and oversee a winning, multi-platform marketing strategy in social media with a focus on YouTube
4. Evaluate MAI programs to develop growth plans
5. Lead MAI event planning and execution

Associate Director Responsibilities

❖ Institute Development and Promotion

Associate Director will be tasked with developing and implementing the Institute's benefactor development program and Institute promotion.

- *Set and track Institute development goals and take corrective action when necessary*
- *Develop and maintain sustainable donor base and effective donor relations*
- *Develop, execute, and assess an effective Institute marketing and promotion program*
- *Develop and execute a multi-channel strategy to maximize distribution/exposure of video/podcast/text-based content created for education*

❖ Project and Program Management

Associate Director will assist with development and execution of Institute programs and will be responsible for evaluating all programs in each stage of development for marketing and benefactor development opportunities.

- *Develop and execute plans for maximizing each program's marketing and development value*
- *Determine program marketing and distribution means to maximize the intended effect of the programs*
- *Ensure program rollout and execution contributes to furthering the general mission of MAI*

❖ Institute Administration

Associate Director will assist with and eventually take the lead in managing the administrative operations of the Institute.

- *Maintain Texas Incorporation and IRS 501c3 requirements and documentation*
- *Responsible for MAI budget, financial documentation, files, and records*
- *Manage daily Institute administrative requirements, communications, and correspondence*
- *Responsible for Institute travel, public and academic events, and publishing*

Key Attributes

- Deeply committed to the Catholic faith
- Openness to feedback for performance improvement
- High integrity, collaborative, and hardworking
- Tech savvy, comfortable with learning and implementing digital tools
- Great attention to detail; excellent at project managing
- Excellent communicator; positive attitude; natural manager
- Great executor; strong follow-through; can operate with little/no direction
- Systems thinker; a natural organizer; able to handle multiple files/projects/tasks
- Someone wanting to make a difference for Jesus Christ

Compensation

The compensation package will be commensurate with experience and knowledge as represented in resume provided.

To learn more about Mother of the Americas Institute, visit our website: www.mainstitute.org. If you are interested, please email your resume or *curriculum vitae* and a statement of interest and suitability to institute@mainstitute.org.

God bless you and thank you for considering joining our team.

Deacon David H. Delaney, PhD
Director

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