

**Job Description:**

The **Content Engagement Director** reports directly to the President. This person is entrusted to provide visionary leadership, inspire excellence, and ensure a Lasallian voice in all content generated (acquired, curated, created); demonstrate brand promise fulfillment through exceptional collaboration and support of Product Passioneers; promote and foster forward-thinking solutions to content, pedagogy, and delivery methods of innovative products that “wow” customers and users; demonstrate authentic commitment to user-centered design and UX methods and practices; foster a healthy, productive, and happy content-generation staff through extraordinary team leadership skills; manage human resources of time and talent to ensure necessary fiscal responsibility.

It is essential that this position be able to complete and support the following functions:

* Provide visionary and operational leadership for the content-generation staff.
* Collaborate closely with the Associate Publisher and Product Passioneers to implement the product plans, vision, and innovation directions that fulfill our mission, delight customers, and sustain Saint Mary’s Press.
* Recruit, train, and mentor Content Passioneers, who are principally responsible for acquiring, curating, and creating content for diverse products, in such a way that they are eager to do exceptional work and love what they do.
* Perpetually develop a sufficient pool of talented and qualified authors/curators/editors relevant to the content acquisition, curatorial, and creation needs of SMP.
* Support all customer engagement practices by ensuring the presence and active engagement of content-generation staff at conferences, on customer visits, and through social media and an online presence. *(occasional travel required)*
* Interact and engage directly with the customers served by Saint Mary’s Press through user-centered design and UX best practices and house standards; facilitate and ensure all content-generation staff does the same, including fulfilling required site observation goals and integrating learnings in their work.
* Work with the Product Passioneers to ensure balanced workloads for the content-generation staff and freelancers, remove barriers, and facilitate creative problem solving in such a way that helps stimulate creative and enthusiastic project teams.
* Ensure the content-generation staff’s work is completed and transmitted on time.
* Serve as SMP’s liaison to the USCCB Subcommittee on the Catechism, and ensure all necessary content is written and developed in such a way as to procure the “declaration of conformity” while retaining the voice of SMP.
* Oversee the necessary archiving, licensing, contracting, permissions, and copyright work of content generation and curatorship.
* Continuously learn and innovate new ways of developing the content to ensure an authentic, non-replicable SMP brand.
* We can’t ‘capture it all so we include other duties as assigned.

To support the functions listed above, we feel a person in this role should possess the following knowledge and skills:

* Passion for educating young people in creative and engaging ways
* 10+ years’ experience in Catholic ministry (parish, school, other)
* Advanced degree in theology, pastoral ministry, or a related field
* Knowledge of Catholic Church, Catholic marketplace, and Saint Mary’s Press customers beneficial
* Recruiting and supervisory/management experience
* Ability to think strategically and execute plans accordingly
* Understanding of and ability to demonstrate participative management
* Knowledge of or curiosity to learn about current and ever-changing technologies
* Business acumen or willingness to acquire
* Excellent interpersonal skills and an ability to inspire employees
* Ability to work with a wide variety of individuals with diverse expertise
* Excellent written and communication skills
* Knowledge of print and digital content areas
* Understanding of and experience with brand management desired
* Able to demonstrate critical analysis skills
* Desire for learning about and demonstrating Lasallian leadership