



Vice President for Communications & Marketing

**Position Profile
December 30, 2025**

The Pontifical Mission Societies USA

Overview

The Vice President for Communications and Marketing of The Pontifical Missions Societies USA (TPMS) serves as a key member of TPMS' leadership team, responsible for articulating, shaping, and amplifying TPMS' mission to a wide array of stakeholders. This position oversees all branding, messaging, editorial, digital, and public relations efforts and ensures that TPMS maintains a unified, mission-driven voice across all platforms.

The Vice President for Communications and Marketing reports to the Chief Operating Officer and must work in either the St. Petersburg or New York City office, unless when traveling on a work-related trip. A couple of significant international trips per year is expected.



“The Pontifical Mission Societies are effectively the “primary means” of awakening missionary responsibility among all the baptized and supporting ecclesial communities in areas where the Church is young (cf. Decree Ad Gentes, 38).

We see this in the Society for the Propagation of the Faith, which provides aid for pastoral and catechetical programmes, the building of new churches, healthcare, and educational needs in mission territories. The Society of the Holy Childhood, too, provides support for Christian formation programmes for children, in addition to caring for their basic needs and protection.

Likewise, the Society of Saint Peter the Apostle helps to cultivate missionary vocations, both priestly and religious, while the Missionary Union is committed to forming priests, religious men and women, and all the people of God for the Church's missionary work.”

Address of Pope Leo XIV to Pontifical Mission Societies, 22 May 2025.

The Opportunity

The Pontifical Mission Societies (TPMS) is seeking a senior-level communications executive for the position of Vice President for Communications and Marketing to join our leadership team at an unprecedented moment in Church history. The Societies are the Pope's worldwide network that supports the missions and the Church in the developing world with prayer and charity.

This historic opportunity coincides with the election of Pope Leo XIV in May 2025, the first American pope, and the new leadership of National Director Monsignor Roger Landry, appointed in January 2025. The VP for Communications and Marketing will play a pivotal role in increasing awareness and promoting involvement of American Catholics in the work of The Pontifical Mission Societies and helping expand the organization's impact during this transformative period.

The ideal candidate will be an experienced communications experience with a track record of proposing and executing comprehensive communications strategies. In this role, the VP for Communications and Marketing's work will inspire the Catholic faithful to support the Church's missionary outreach, engage the U.S. Catholic hierarchy and diocesan partners, foster collaboration with Vatican Dicasteries and elevate the national profile of TPMS, especially among Catholics. Specific duties include overseeing World Mission Sunday campaigns, major events, special initiatives, MISSION Magazine, TPMS' digital content, pastoral resources, national partnerships and public-facing statements.

The VP for Communications and Marketing will work closely with the National Director, the Chief Operating Officer, and peers and staff in Development, Finance, and the Diocesan Impact team, as well as international partners, and external vendors to ensure that all communications support TPMS's evangelizing mission, fundraising goals, and institutional identity.



Core Responsibilities



Strategic Leadership and Messaging

- Propose, win leadership agreement and lead the execution of a multi-channel communications strategy that includes print, digital, email, social media, web content, multimedia storytelling, and public relations.
- Maintain TPMS's institutional voice, ensuring theological accuracy, pastoral sensitivity, and alignment with Vatican, USCCB, and diocesan norms.
- Serve as chief editor and senior content strategist for all messaging, including MISSION Magazine, national campaigns, and internal initiatives, as well as providing support for donor communications.
- Advise the National Director, Chief Operating Officer and leadership team on communications priorities, media opportunities, narrative framing, rapid response, and stakeholder engagement.
- Coordinate messaging with the Vatican's Dicastery for Evangelization, Dicastery for Communication, other TPMS National Directors, USCCB offices, and diocesan TPMS directors and communication teams.
- Coordinate international mission-territory travel with the National Director to gather photographs, interviews, stories, and multimedia assets.
- Lead the drafting of key messages and materials that inform, inspire and persuade recipients to deepen their involvement in TPMS initiatives and campaigns.

World Mission Sunday Campaign

- Plan and execute the full World Mission Sunday campaign annually, from conceptual development, through the creation of all materials, to the national rollout. The campaign should seek to continue to increase its overall reach to Catholic families, the number of parishes participating substantially, and overall contributions.
- Lead the forging of the campaign's visual identity, messaging framework, and strategic content plan.
- Coordinate the ordering, printing and shipping of World Mission Sunday assets to parishes nationwide.
- Produce an integrated suite of materials including:
 - Posters, parish kits, prayer cards, and bulletin inserts
 - Homily Helps, educational materials, and sample letters for bishops and diocesan directors
 - Op-eds for board members and other bishops
 - News articles for diocesan newspapers
 - Email series, social media assets, digital volunteer campaign, and scripts for video content for various dioceses
- Serve as primary liaison with USCCB's communications office for access to their website and social media channels, and diocesan communications offices nationwide.
- Oversee the creation and annual rewriting of the St. Therese Novena for World Mission Sunday, including managing the partnership with the Hallow app and the contribution of Cardinal Tagle.

Core Responsibilities



Marketing and Communications Execution

- Implement comprehensive marketing strategies to support fundraising, donor engagement, diocesan relations, program impact storytelling, and brand visibility.
- Collaborate with the Development team on integrated campaigns, donor appeals, Giving Tuesday, Lenten and Advent initiatives, and stewardship strategies.
- Ensure message alignment across departments (Diocesan Impact, Development, Finance), embedding communications best practices and brand identity into all organizational workflows.
- Oversee project management of all marketing timelines, deliverables, and vendor contracts.

Editorial Oversight and Content Production

- Serve as editor-in-chief of MISSION Magazine, overseeing editorial planning, article assignments, interviews, editing, and production schedules.
- Direct the creation and distribution of high-quality print and digital collateral, including:
 - Annual Gratitude Report
 - Brochures, fact sheets, and parish resources
 - National meeting materials and conference presentations
 - Multimedia assets for events, diocesan workshops, and fundraising appeals
- Manage and maintain the national TPMS website, including SEO, platform improvements, and ongoing content updates.

Press Relations and Public Affairs

- Develop and execute a national press strategy for annual initiatives and extraordinary events.
- Draft, edit, and distribute press releases, statements, media alerts, talking points, backgrounders, and op-eds.
- Proactively cultivate relationships with Catholic and secular media.
- Serve as organizational spokesperson when delegated by the National Director.
- Represent TPMS at the annual Catholic Media Conference.

Partnership and Stakeholder Engagement and Initiative Management

- Build institutional partnerships with digital evangelization platforms.
- Lead new initiatives with new platforms and partners, such as video series, podcasts, articles, and other awareness campaigns.
- Work closely with Vatican communicators and other international TPMS offices to align messaging and collaborate on multimedia content.
- Support communication needs of diocesan directors, including onboarding, parish engagement, and diocesan newsletter content for World Mission Sunday.

Core Responsibilities



Team Leadership and Vendor Management

- Provide clear direction on branding, editorial tone, production expectations, and Catholic content accuracy.
- Supervise the Marketing and Communications Assistant and manage workloads, performance, timelines, and capacity.
- Lead the collaboration with La Machi (and other external communications agencies) to ensure timely delivery of branding assets, design work, and campaign materials.
- Coordinate with the print house for the timely delivery of MISSION Magazine, the Gratitude Report, and the financial report to dioceses, and manage the branded assets storefront.

Organizational Insight and Market Awareness

- Monitor trends in nonprofit marketing, digital evangelization, and Catholic media landscapes.
- Conduct ongoing competitive analyses and propose innovative communication methods based on emerging tools, platforms, and best practices.
- Ensure TPMS remains current within U.S. Catholic media and maintains a strong, credible, and evangelizing presence.

Budgeting and Administrative Oversight

- Develop, manage, and track the annual communications and marketing budget.
- Ensure cost-effective use of resources and maintain vendor accountability.
- Oversee contract negotiations, printing bids, subscription renewals, and external service agreements.

Support for Direct Marketing

- Collaborate with the VP for Development and external direct marketing partners (Parable, Trinity) on digital and mail campaigns.
- Review and approve content to ensure theological accuracy, brand consistency, and effective donor engagement.

Qualifications



Education and Communications & Marketing Experience

- Bachelor's Degree required; advanced degree preferred (ideally in Journalism, Communications, Advancement or Theology).
- At least 7+ years' experience in public relations, communications, marketing or fundraising.
- At least several dozen significant publications (press releases, articles, blogs, briefings, recommendations, etc.) and several dozen editing the work of others. Ideally, these publications include the categories of inspiration, information, formation and persuasion.
- At least 3+ years of experience developing marketing campaigns and plans, and evaluating their outcomes, preferably for Catholic institutions and/or not-for-profit organizations.
- At least 3+ years of experience with mass marketing/communications, digital fundraising, audience segmentation, social media, press releases, prepared remarks drafting, and other forms of marketing writing.
- At least 3+ years managing and supervising the work of others.
- Experience working collaboratively with external communications and marketing vendors.

Skills and Expertise

- Exceptional written communication and editing skills.
- Strategic thinking capabilities with attention to operational detail.
- Strong interpersonal and relationship-building skills.
- Ability to lead a small team to have a positive morale and strong team culture which enhances the overall organization's culture.
- Proficiency with Communications and Media software implementation, including MS Office, social media platforms, email services and web-based CMS.
- Advanced fluency in English. Spanish and Italian fluency a plus.

Faith-Based Requirements

- Practicing Catholic of mature faith, who is knowledgeable of and living in accord with Church teaching.
- Deep understanding of, and commitment to, TPMS' mission.
- Familiarity with diocesan structures and Church governance and knowledge of the key global and national leaders within the Catholic hierarchy and in key Catholic apostolates.

Personal Qualities

- Highest standards of integrity & confidentiality.
- Collaborative leadership style with ability to work across diverse teams and constituencies.
- Accurate, detail-oriented, and dependable.
- Proven ability to manage one's own time and deliver promised deliverables on time.
- Cultural sensitivity and appreciation for the global nature of the Church's mission.
- Willingness to travel domestically and occasionally internationally.



About TPMS



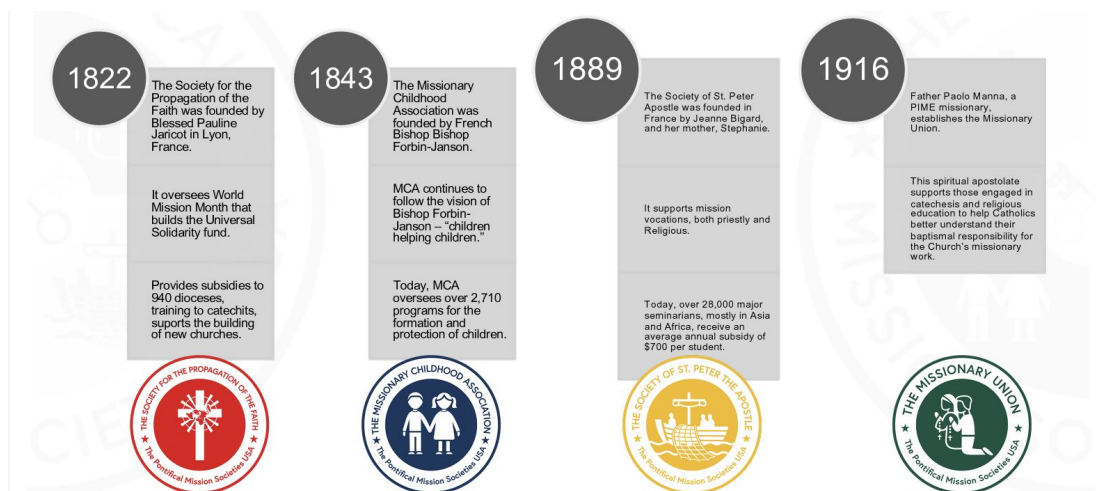
The Pontifical Mission Societies (TPMS) are a worldwide network at the service of the Pope that supports the missions and the young Churches with prayer and charity.

The Four Pontifical Mission Societies

- The Society of Propagation of the Faith (1822) by Blessed Pauline Jaricot (1799-1862)
- The Missionary Childhood Association, also known as Holy Childhood by Bishop Charles de Forbin-Janson (1785-1844)
- The Society of St. Peter the Apostle (1889) by Jeanne and Stephanie Bigard
- The Missionary Union (1916) by Blessed Father Paolo Manna, PIME (1872-1952)

The four societies have been "pontifical" since 1922, thus indicating their status as official instruments of the Pope and the Universal Catholic Church. In most countries, the National Director of the Pontifical Mission Societies leads the four societies and oversees the World Mission Sunday Collection, which is taken up on the second-to-last Sunday of October each year in every Catholic parish around the globe.

120 countries have national offices of The Pontifical Mission Societies with the TPMS USA providing a significant amount of the worldwide support for the missions. Each diocese in the US is called to appoint a diocesan director and to participate in World Mission Month each October, encouraging missionary spirit in the hearts of the baptised through prayer, formation, and almsgiving.



The funds raised by the individual countries throughout the world do not go to the Vatican but form a pool of money, which we call the Universal Solidarity Fund, which the national directors govern, choosing recipients every May. The funds are given to the beneficiaries through the apostolic nuncios in each mission country.

Purposes of TPMS

- To educate and engage Catholics in the United States about the Church's global mission.
- To encourage prayer, sacrifice, and financial support for missionaries.
- To organize and promote World Mission Month, the peak of which is World Mission Sunday, the annual worldwide collection supporting the Pope's Missions celebrated on the second to last Sunday of October.
- To collaborate with bishops, priests, religious, and lay leaders to foster missionary discipleship.
- To provide resources for dioceses, parishes, and schools to cultivate a missionary spirit

TPMS USA: Archbishop Fulton Sheen

Archbishop Fulton J. Sheen, beatified on December 21, 2019, was the National Director of the Pontifical Mission Societies from 1950 to 1966. He clearly and effectively communicated the Catholic Church's message and mission on radio and television, as well as through his books and other writings. He presented the inspiring stories of the Missions and told of the love and joy of those serving the poor in those areas of the world.

Throughout the year, the **Pontifical Mission Societies** support the proclamation of the Gospel, the building of the Church, and the work and witness of mission priests, religious Sisters and Brothers, and lay pastoral leaders. These missionaries provide food, education, and medical care to the most vulnerable communities in the **Pope's missions**. Through their work, they reveal the compassionate heart of Jesus. Help support their efforts ~ and be right there with them, offering hope.



26M

children



82,498

seminarians



8,750

shelters



12,000

health centers



844,000

catechist



258,540

religious sisters

Board Leadership

Episcopal Members

- Cardinal Timothy Dolan, Archbishop of New York
- Cardinal Seán O'Malley, OFM Cap., Archbishop Emeritus of Boston
- Cardinal Christophe Pierre, Apostolic Nuncio to the United States
- Archbishop Gregory M. Aymond, Archbishop of New Orleans
- Archbishop Shelton J. Fabre, Archbishop of Louisville
- Archbishop Bernard A. Hebda, Archbishop of St. Paul and Minneapolis
- Archbishop Mitchell T. Rozanski, Archbishop of Saint Louis
- Archbishop Thomas G. Wenski, Archbishop of Miami
- Bishop Kevin W. Vann, Bishop of Orange
- Bishop James S. Wall, Bishop of Gallup

Non-Episcopal Members

- Stephen Auth, CFA, Chief Investment Officer, Federated Hermes (New York)
- Barry Jackson, Strategic Advisor, Brownstein Hyatt Farber Schreck (Washington, DC)
- Deacon Frank L. Kurre, Managing Director, Protiviti, Inc. (New York, NY)
- John O. McManus, Founding Principal, McManus & Associates (New York)



National Director

In September 2024, Monsignor Roger J. Landry, a priest of the Diocese of Fall River, Massachusetts, was appointed as the National Director of The Pontifical Mission Societies in the United States, and he officially assumed the role in January 2025.

He is also a Papal Missionary of Mercy, Chaplain to the New York Chapter of the Leonine Forum, a Member of the Board of the Shrine of Our Lady of the Martyrs in Auriesville, New York, and a National Eucharistic Preacher for the USCCB's National Eucharistic Revival. He helped lead the Seton Route of the National Eucharistic Pilgrimage from New Haven, CT, to Indianapolis from May through July 2024 in preparation for the Tenth National Eucharistic Congress.

A graduate of Harvard College (1992) and the Pontifical North American College in Rome (1999), he served as Attaché to the Holy See's Permanent Observer Mission to the United Nations in New York (2015-2022), Catholic Chaplain at Columbia University (2022-2024), Ecclesiastical Assistant to Aid to the Church in Need USA (2021-2024), and has been a pastor, newspaper editor and high school chaplain in the Diocese of Fall River.

He writes for many publications, appears regularly on television and radio, and is the author of *Plan of Life: Habits to Help You Grow Closer to God* (Pauline Books and Media 2018). In 2024, he was named by Pope Francis a Chaplain of His Holiness with the title of Monsignor. His homilies, articles, retreats, conferences, educational videos and other offerings are available for free at catholicpreaching.com.

Chief Operating Officer

Douglas E. Culp, Jr., serves as Chief Operating Officer of The Pontifical Mission Societies in the United States, bringing nearly two decades of diocesan leadership experience to this role. Most recently serving as Chancellor and Chief Administrative Officer of the Diocese of Lexington, Kentucky, Mr. Culp has demonstrated exceptional expertise in organizational leadership, strategic planning, and Catholic formation. His extensive portfolio has included oversight of Human Resources, Communications, Information Technology, Pastoral Life, Safe Environment, Catholic Cemeteries, and Chancery Administrative Operations.

A certified bioethicist and Organizational Development Certified Professional, Mr. Culp has also served as an educator in permanent diaconate formation programs for more than a dozen dioceses, teaching Evangelization, Catechesis, and Theology. His appointment comes at a pivotal moment as TPMS responds to Pope Leo XIV's call for renewed missionary urgency. Known for his strategic mind, pastoral heart, and deep commitment to Catholic values, Mr. Culp brings both theological formation and operational excellence to support the organization's mission of mobilizing American Catholics to lead the Church's global evangelizing efforts.

THE PONTIFICAL MISSION SOCIETIES USA IS AN EQUAL OPPORTUNITY EMPLOYER

The Pontifical Mission Societies USA ("TPMS") is an equal opportunity employer and complies with all applicable federal, state, and local fair employment practices laws. TPMS strictly prohibits and does not tolerate discrimination against employees, applicants, or any other covered persons because of race, color, religion, creed, national origin or ancestry, ethnicity, sex (including pregnancy), gender, marital status, age, physical or mental disability, citizenship, past, current, or prospective service in the uniformed services, genetic information, or any other characteristic protected under applicable federal, state, or local law. All TPMS employees, other workers, and representatives are prohibited from engaging in unlawful discrimination. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, training, promotion, discipline, compensation, benefits, and termination of employment.

TPMS complies with the Americans with Disabilities Act (ADA), as amended by the ADA Amendments Act, the Florida Civil Rights Act of 1992, and all applicable state or local law. Consistent with those requirements, TPMS will reasonably accommodate qualified individuals with a disability if such accommodation would allow the individual to perform the essential functions of the job, unless doing so would create an undue hardship.

As a Catholic organization recognized by the United States Conference of Catholic Bishops, TPMS reserves the right under Federal law (42 U.S.C.A §2000e-2(e)) and Florida law (Fla. Stat. §760.10(10)) to hire those of the Catholic faith for positions where practice and knowledge of the Catholic faith, its tenets and beliefs, are necessary for the work required. Further, TPMS retains the ability to hire employees whose lifestyle upholds the teachings of the Roman Catholic Church.



Applications & Nominations

TPMS has hired Magnanimity Search to oversee the hiring process.

Interested applicants should send a cover letter, resume, and three references to **tpms-search@magnanimity.us**, with a CC to jobs@pontificalmissions.org.

Please write **“Application for VP for Communications & Marketing”** in the subject line.

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

TPMS hopes to fill the position ideally by early February 2026, so we encourage interested candidates to submit their application materials as soon as possible, at a minimum by **Jan. 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.

