



Kyiakhhalid Ruiz

"Communication fosters understanding, and then growth." #6wordrésumé

March 30, 2026

Bryan Burnett
Recruiter Associate
Catholic Recruiter Associates

Catholic Charities East Bay
Director of Marketing and Communications
Critical Elements Questions for Candidates

Please provide your response to the following components of the position requirements as it relates to your background and experience. Limit your response to each to 200 words or less.

- 1. Describe how the mission of Catholic Charities resonates with you. How has your faith motivated your interest in this position and impacted decisions you have made personally and professionally?**

Catholic Charities East Bay's mission resonates with me because it reflects a deep commitment to human dignity, compassion, and service. I'm drawn to organizations that not only meet urgent needs, but also help people build stability, healing, and opportunity.

As Communications & Public Relations Manager at the [Bar Association of San Francisco](#), I supported the pro bono initiatives of their sister organization, the Justice & Diversity Center (including their immigration legal services department and Homeless Advocacy Project.)

The combination of CCEB's immigration legal services, housing assistance, and mental health support shows a holistic, people-centered approach that I deeply respect.

My faith has shaped how I lead and how I show up professionally. It has taught me the importance of empathy, integrity, and using my skills in service of something bigger than myself. In my career, this has led me toward mission-driven work where communications is not just about visibility, but about trust, access, and honoring people's stories with care. This role feels especially meaningful to me because it brings together my professional strengths with values that are central to how I live and work.

2. Explain how your concept of marketing and communication can support and bring awareness for the mission of Catholic Charities and the services that the agency provides.

I see marketing and communications as a mission-driven function, not just a promotional one. For Catholic Charities East Bay, strong communications should build trust, increase awareness of services, strengthen donor and community engagement, and clearly show the agency's impact.

My approach is to create an integrated strategy that aligns brand, storytelling, outreach, and measurable results. That means developing clear agency-wide messaging, elevating stories with dignity and care, and tailoring content for key audiences including clients, donors, parish and community partners, volunteers, and media. It also means using the right mix of channels (website, social, email, print, events, and earned media) to reach people who need support and those who want to support the mission.

To avoid "preaching to the choir", it is imperative to ensure that non-Catholic communities realize that our services are available to *all East Bay communities* in need, regardless of faith. Please view the [marketing and communications plan](#) I created to maximize awareness of CCEB's services.

When communications is performed well, it helps people understand who we are, why our work matters, and how our audience can engage. For Catholic Charities East Bay, that means turning awareness into trust, trust into action, and action into greater impact.

3. Describe your competency and experience in using the full suite of tools (print, tv, video, social media, advertising/branding, internal communications, etc.) in establishing a long-term communications strategy both internally and with external constituents:

Over the last 27 years, my experience has covered the full communications mix, including media relations, social media, email marketing, website content, photo & video storytelling, print collateral, event communications, executive messaging, internal communications, and brand management.

At several past jobs, including as Director of Marketing & Communications at [Inclusiv](#), I've built integrated strategies that connect these channels so they work well together cohesively rather than in silos.

Externally, I've used earned media, digital content, newsletters, social campaigns, and brand storytelling to increase visibility, engagement, and audience trust. Internally, I've developed messaging frameworks, editorial calendars, approval workflows, and templates that help teams communicate more consistently, efficiently, and effectively.

I'm especially comfortable in lean environments where both strategy and execution are paramount. I know how to build systems from scratch, establish standards, and create practical processes that improve quality without slowing teams down.

My approach is always long-term focused: build a strong foundation, create consistency across channels, and make sure every communication supports broader organizational goals. This combination of strategic planning and hands-on execution will serve Catholic Charities East Bay well.

4. Do you have media connections in the Bay area? If so, how would you leverage them in this position? If not, how do you approach building relationships with journalists and other media professionals?

My greatest strength in media relations is not just having contacts, it's knowing how to build trusted, lasting, mutually-beneficial relationships with journalists. As Director of Media Communications for 15 years with [Pride Of Lions Nine Arts, LLC](#), I cultivated deep relationships with numerous media professionals in the Bay Area and beyond.

I understand the Bay Area media landscape and would approach this role by quickly mapping priority outlets across local, regional, ethnic, faith-based, and issue-specific media.

I focus media relationships on relevance, responsiveness, and credibility. That means understanding what each reporter covers, identifying where Catholic Charities East Bay can be a valuable source, and bringing forward timely, mission-aligned stories tied to housing, immigration, mental health, and family support. I believe strong media relationships are built by being helpful, prepared, and consistent - not just by us pitching to them when we want coverage.

In this role, I would proactively develop story angles, prepare strong press materials, identify compelling human-centered narratives, and position CCEB leadership as trusted voices on issues affecting East Bay communities. My goal would be to strengthen visibility and ensure Catholic Charities East Bay is seen as a credible, compassionate, and relevant resource across the region.

5. Can you elaborate on your experience in developing and implementing media strategies?

I've developed and implemented media strategies designed to increase visibility, strengthen brand reputation, and support larger organizational goals such as fundraising, stakeholder engagement, and thought leadership. My process starts with clear objectives: who we need to reach, what we need them to understand, and what action we want them to take.

From there, I build a strategy that includes message development, spokesperson positioning, press materials, targeted outreach, and proactive story planning tied to organizational priorities and timely news cycles. I also make sure leadership and other designated spokespeople are prepared with clear talking points and that the organization is ready to respond quickly when opportunities arise.

I've worked in fast-moving environments where media strategy has to balance long-term planning with agility. That means managing proactive outreach while also navigating reactive opportunities, reputation considerations, and evolving priorities. I measure success not just by media placements, but by message pull-through, audience reach, engagement, and whether the coverage supports our broader organizational goals.

For Catholic Charities East Bay, I would bring a thoughtful, mission-centered media strategy that builds trust, increases awareness, and elevates the agency's impact.

6. How do you use data to support your strategies? How would you use it to evaluate your success in the first year?

"What gets measured, gets managed." I use data to inform both long-term strategy and day-to-day decision-making. I start by establishing a baseline across key channels (website traffic, email performance, social engagement, audience growth, media coverage, and campaign response) so I understand what's working, where there are gaps, and where the best opportunities for growth are.

I also look beyond the raw numbers to use qualitative insights like stakeholder feedback, donor response, staff input, and audience sentiment to understand how messages are landing and where adjustments are needed. The goal is not just more content, but more effective communications.

In my first year at Catholic Charities East Bay, I would measure success through both foundational improvements and performance outcomes. That would include stronger brand consistency, clearer internal workflows, better-performing email and social channels, improved website engagement, increased media visibility, and stronger communications support for fundraising and events.

I would also build a regular reporting cadence with clear KPIs so leadership can see progress, identify opportunities, and understand how marketing and communications is contributing to the CCEB mission.

7. Having looked at Catholic Charities East Bay's website, publications, etc. what areas would you prioritize for improvement and why?

My first priority would be strengthening clarity, consistency, and user pathways across the website and core communications materials. For an organization with multiple services and audiences, it's essential that people can quickly find the information they seek to

understand what Catholic Charities East Bay does, who it serves, and how to get help, donate, volunteer, or partner.

Second, I would prioritize a more unified storytelling strategy. There is an opportunity to more consistently showcase impact, elevate client and community stories with dignity, and better connect programs to the broader mission across web, social, email, and print. This will help strengthen both service awareness and donor engagement.

Third, I would review overall brand consistency: visual standards, messaging hierarchy, calls to action, and content freshness. In many nonprofits, important work is happening, but communications can benefit from stronger structure and central coordination.

My goal would be to create a more cohesive, mission-forward communications ecosystem that improves trust, visibility, and action while making the work easier to manage internally.

8. How does your ability to lead, supervise and manage people prepare you for this position?

I lead with clarity, collaboration, accountability, transparent communication and fostering an environment of mutual respect. My management style is grounded in establishing clear expectations, building practical systems, and creating a setting where people feel supported while also being empowered to do strong, independent work.

I have experience leading cross-functional initiatives, managing competing priorities, and building processes that improve consistency, quality, and efficiency. That includes editorial calendars, approval workflows, messaging templates, and brand guidelines that help teams move faster while staying aligned.

I also believe in coaching people to their strengths, giving direct and constructive feedback, and making sure their work is connected to broader strategic goals. Additionally, I look for moments to provide professional career development opportunities to my direct reports as their upskilling will benefit the organization in increased productivity and responsibility over time.

This role requires a player-coach who can lead a direct report, support multiple departments, and create structure in a lean environment. That combination fits how I work best. I'm comfortable being both a strategic leader and a hands-on partner, and I would bring that balance to building a strong, collaborative communications function at Catholic Charities East Bay.

9. Is there anything in your background or on social media that would suggest that you support any causes that would be in contrast to Catholic moral teaching?

No. There is nothing in my background or on my social media that would suggest support for causes that are in conflict with Catholic moral teaching.

I understand that this role serves a vital religious function and that alignment with the mission and values of Catholic Charities East Bay is important. Throughout my career, I have been intentional about conducting myself professionally and with integrity, both publicly and privately. I respect the responsibility that comes with representing a faith-based organization and the importance of ensuring that public-facing communications reflect the organization's mission, values, and standards.

I would approach this role with that same sense of professionalism, discretion, and respect.

I created this presentation to illustrate how I would approach the role over the first 12 months, including key 30-60-90-day milestones. I welcome the opportunity to discuss these ideas further in an interview. Download the comprehensive PPT [here](#).

