Marketing Director Named for Roman Catholic Diocese of Orange

Description

Hank Evers tapped to lead marketing efforts for Diocese and the historic Christ Cathedral Campus

Garden Grove, Calif. (Nov. 27, 2018) Hank Evers, a senior public relations manager with decades of experience in public relations, communications and sales, has been named Marketing Director for the Roman Catholic Diocese of Orange, Deacon Michael Stock, Episcopal Director of Operations and General Counsel, announced today.

Evers, the current Interim Director of Strategic Communications for the Diocese, will begin his new role on Wednesday, Nov. 28. Reporting to Deacon Stock, he will focus on public relations and marketing surrounding Christ Cathedral. The historic Cathedral in Garden Grove will be dedicated in July 2019 as the spiritual home for Orange County's Catholics.

"Hank steps into this critical role at an important time for the Diocese and Christ Cathedral," Deacon Stock said. "Bishop Vann is grateful for Hank's many contributions to our Diocese and looks forward to working with him as he leads our efforts to build awareness for diocesan programs, events and Christ Cathedral."

Evers, the former Director of Development and Communications for the Orange Catholic Foundation, will work to enhance the revenue and events management needs of the Diocese in conjunction with the upcoming dedication of Christ Cathedral.

In addition to building awareness and positioning for all diocesan programs, events and maximizing revenue opportunities for the Diocese, Evers will develop strategies to help grow attendance at all Diocesan events. Evers will also provide strategic oversight of marketing programs and plans to promote and increase enrollment within Orange Catholic schools.

Prior to serving as Interim Director of Strategic Communications for the Diocese, Evers served as Director of Development and Communications for the Orange Catholic Foundation where he planned, managed, and executed a well-crafted strategic marketing communications plan that supported all development activities of the Foundation including the *For Christ Forever* capital campaign and major events including the annual Conference on Business & Ethics.

Before joining the Orange Catholic Foundation, he managed the multinational sales and marketing efforts at Pioneer Electronics, Sony, Thales Avionics, and M.C. Gill Corporation in director and vice president management positions.

About the Roman Catholic Diocese of Orange

The Roman Catholic Diocese of Orange is a vibrant and diverse community of faith in Southern California, home to 62 parishes and Catholic centers, and 39 schools.

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