



SHRINE of OUR LADY of GUADALUPE

La Crosse, Wisconsin

Executive Director (Chief Executive Officer)

Shrine of Our Lady of Guadalupe
La Crosse, Wisconsin

Position Summary

The Shrine of Our Lady of Guadalupe is seeking a dedicated, experienced Catholic priest to serve as its Executive Director (Chief Executive Officer). Established by the Board of Directors as a leadership role, the Executive Director oversees the spiritual, operational, and strategic aspects of the Shrine's mission. The Executive Director ensures that all activities of the Shrine are carried out in fidelity to Catholic doctrine and discipline and in service to the spiritual needs of pilgrims.

Mission Context

The Shrine is an international Marian pilgrimage site dedicated to promoting devotion to Our Lady of Guadalupe and thus supporting the Church's mission of evangelization and catechesis.

The Shrine Church has been designated by the Bishop of La Crosse as the regional church for the offering of Sacred Worship according to the More Ancient Usage (*Usus Antiquior*) of the Roman Rite.

The Executive Director works in collaboration with the Norbertine Fathers of Saint Michael's Abbey in Orange in providing for the spiritual care of pilgrims.

The Shrine is entering an important period of expansion, including:

- Completion and inauguration of the 33-room Saint Juan Diego Pilgrim House, with conference facilities and convent space
- Recruitment and collaboration with a community of women religious to serve pilgrims at the Saint Juan Diego Pilgrim House
- Development of a cloistered monastery for contemplative religious on Shrine grounds



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Core Responsibilities

Spiritual & Pastoral Leadership

- Celebrate Holy Mass, hear confessions, and lead devotions
- Organize pilgrimages, provide conferences for pilgrims and other catechetical presentations
- Support the liturgical life of the Shrine in collaboration with the Rector of the Shrine Church

Executive & Administrative Leadership

- Direct all Shrine operations, including finance, human resources, facilities, food service, gift shop, communications, and development
- Hire, supervise, and evaluate staff
- Ensure compliance with civil, legal, and ecclesial requirements
- Maintain strong relationships with diocesan leadership and the Board of Directors

Development & Growth

- Lead fundraising strategy and personally engage major benefactors
- Oversee communications and public relations efforts
- Supervise major construction and capital projects

Qualifications

- Ordained Catholic priest in good standing with permission from his Ordinary
- Willingness to obtain priestly faculties from the Bishop of La Crosse
- Solid understanding and acceptance of Catholic doctrine and discipline
- Proven experience in leadership, administration, and personnel management
- Experience in fundraising and engaging donors
- Financial oversight experience required; construction oversight experience preferred
- Valid driver's license and ability to travel as needed

Opportunity

This position provides a unique opportunity for a priest with both pastoral compassion and leadership skills to guide a growing Marian shrine during a key phase of expansion, reinforcing its mission for future generations of pilgrims.