

MARKETING DIRECTOR

Job Description

Ministry Purpose: This position plays a significant role in achieving the religious mission of the clinic and, thus, has a ministry purpose.

Qualifications:

1. Agrees with the clinic's statement of faith, mission statement, and code of Christian conduct.
2. Is dependable, stable, and capable of committing to this position's responsibilities and duties.
3. Expresses a desire to reach at-risk patients considering abortion.
4. Believes in the sanctity of all human life from the moment of conception through natural death.
5. Have previous experience, training or formal education in marketing, communication, strategic messaging.
6. Exhibit skill in leadership, project management, interpersonal communication, public speaking, and problem solving.
7. Ability to carry out responsibilities with little or no supervision.

FLSA Category: (Choose One). **Exempt** Non-exempt n/a (volunteer)

Reports To: Executive Director

Supervises: Any relevant volunteers to marketing projects.

Time Commitment: As per the hiring agreement – 32-40 hours per week

Responsibilities and Duties:

1. Plan, design and post all social media to increase engagement with the organization.
2. Design all organizational print and digital material to maintain brand alignment.
3. Be the point of contact for all marketing and advertising relationships.
4. Work alongside partner agencies (Stories Marketing) to track, analyze, and report on marketing efforts.
5. Prepare an annual operating plan for the marketing activities within the community; such plan will include those goals designated by the Board of Directors and the ED, the objectives, and activities consistent with those goals, a model for evaluating effectiveness, and budgetary requirements.
6. Conduct prospect research to identify cultural trends to appeal to both clients and donors.
7. Research and discern the language and tone of external organizational communications.
8. Report, in a timely manner, the monthly and annual progress, effectiveness and efficiency of marketing efforts conducted by the center; identify problems in meeting objectives and recommend solutions.
9. Work closely with the ED to develop the ministry's public relations and marketing efforts.
10. Seek training and development within professional scope of practice.
11. Accept occasional assignments not specifically delineated above as requested by the ED and board.