

Position Description: Marketing Manager

Objective: In conjunction with the CEO and Department Heads, the Marketing Manager oversees and manages all marketing for the Pregnancy Resource Clinic (PRC) and develops the branding and promotion of the ministry, including all PRC websites, digital and analog marketing, and social media.

Reports to: Chief Executive Officer

Qualifications:

- Committed to Christ with a willingness to do His will in the ministry.
- Dedicated to the sanctity of human life, prolife, and sexual purity.
- Knowledge of and experience in prolife ministry preferred (but not required).
- Agrees with and is willing to uphold and comply with the Mission Statement, Vision Statement, Statement of Principle, Statement of Faith, and policies of the Clinic.
- BS or BA degree from an accredited college and/or 3+ years of marketing experience.
- Collaborative team player, building and sustaining personal relationships with staff, board and ministry partners.
- Represent the PRC in a way that reflects the organization's values and mission.
- Self-motivated, dependable, reliable, responsible, and a person of integrity.
- Possesses excellent communication skills, both verbal and written.
- Proficient in Microsoft Office Suite and Graphic Design.
- Aptitude in digital/analog marketing and demonstrates web-related abilities.
- Experienced in email funnel marketing.
- Knowledgeable in building Brand Awareness and trust within target demographic and communities
- Personal, reliable vehicle with valid WA State driver's license required. Must pass MVR check and have auto insurance with liability limits of \$100k property damage/\$100k bodily injury.
- Occasional evening and weekend availability.

Responsibilities:

Marketing

- Develop an annual Marketing Plan with firm objectives and a well-defined marketing timeline, to meet Strategic PRC campaign goals.
- Create and monitor the annual marketing budget to cover the needs of the annual Marketing Plan.
- Conduct ongoing research into market trends and recommend strategies based on analysis.
- Oversee Brand Management and development, maintaining a unified PRC brand for all departments.
- Design, create and distribute marketing collateral for all departments, including working with and supporting staff for additional events as required.
- Collaborate with the CEO for final approval on all patient/donor-facing marketing materials for PRC.
- Cultivate and foster relationships, networking with local marketing/media contacts (i.e. organizations, radio, newspapers, magazines, schools, etc.), striving to increase the visibility of the Clinic to build a referral base for the PRC.
- Coordinate with outside agencies who assist with PRC marketing efforts.

Website Design, Development, and Maintenance

- Collaborate with staff on website content creation to achieve marketing goals and reflect PRC branding.
- Manage and oversee the technical development, SEO, and maintenance of all PRC websites.

Marketing and Advertising

Digital

- Develop strategies to achieve top search engine ranking.
- Track and report all web activity, analyzing effectiveness of marketing strategies.
- Seek out community partnerships to market PRC via appropriate websites, free directories, etc.
- Build and maintain social media for all websites.
- Create, post, monitor, and adjust all online advertising, both free and paid.
- Identify prolife best practices and initiate A/B testing.

Traditional

- Print Media – Promote PRC brand in local print mediums.
- Broadcast Media – Identify radio advertising that provides wide reach and high-frequency exposure, allowing for the efficient communication of marketing messages to PRC’s demographic.
- Out-of-Home Advertising – Target demographic in public spaces, generating high visibility and reach using billboards, posters, and transit ads.
- Direct Mail – Work with specific departments to create postcard mailers (if identified as part of the annual marketing plan) for zip code drop mail to reach the PRC demographic.
- Event Marketing – Collaborate with staff to research appropriate vending opportunities (community health fairs and festivals) and oversee marketing for events.
- Swag – Manage the creation and purchase of PRC swag.

Events

Collaborate with Development and CEO to:

- Create graphics for the annual Gala fundraiser.
- Oversee event planner and event center account manager in the design/décor of the annual Gala.
- Develop graphics for annual Golf Fore Life event in June.

The Marketing Manager may be assigned other duties and responsibilities as deemed appropriate by the CEO.

Work Schedule: This is a full-time position of 40 hours per week, non-exempt, “at-will employment” position. This job allows for some schedule flexibility, and in addition to daytime work, includes some evenings and weekends.

Signature: _____ Date: _____

CEO Signature: _____ Date: _____