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| Position/Title:  | Adopted: 2/18/15  |
| Marketing Coordinator                                  | Revised: 12/12/17   |
| <b>POSITION DESCRIPTION</b>                            |   |
| Department: Development                                |   |
| Reports To Position: Development Director              | Employee Type: Full-time  |
| FLSA Status: Non-Exempt hourly                         | Hrs./Week: 32- 40 hrs./week                                     |
| Physical Demand Rating: Active                         | Work Environment: varied/changing                               |
| Pre-employment Testing: Background check prior to hire | Probationary Period: 90 days or less from date of original hire |

General Statement of Duties

The Marketing Coordinator is responsible for the marketing efforts of Bridgehaven Pregnancy Support Center and Treasures Quality Resale Shoppe. This person will work with the Development Director and Treasures Manager to design, create, print, publish, and distribute all forms of communication for the purpose of promoting greater awareness of Bridgehaven Pregnancy Support Center and Treasures Quality Resale Shoppe throughout the community.

Examples of Essential Work

- Create and implement an annual strategic plan for marketing, including but not limited to billboards, school papers, press releases, social media, website, blog, and other beneficial avenues of promoting Bridgehaven and Treasures
- Prepare content and coordinate the publication of newsletters (print and electronic)
- Prepare and distribute agency promotional information and materials (i.e. brochures)
- Utilize MailChimp.com or other online service for electronic processing of mail
- Maintain and post to Bridgehaven and Treasures Facebook pages and other social media
- Maintain and update the Bridgehaven and Treasures websites
- Create and edit video
- Coordinate production of Bridgehaven’s blog
- Be the point of contact for all marketing and communication inquiries
- Produce press releases, print media samples and copy, and public service announcements
- Produce special event marketing materials
- Distribute information about Bridgehaven’s services and special events
- Coordinate tables and represent Bridgehaven at local fairs and community events
- Work with Development Director to create annual Marketing Budget
- Manage the Marketing Budget

Required Knowledge and Abilities

- Be a committed Christian who demonstrates a personal relationship with Jesus Christ as Savior and Lord
- Exhibit strong commitment and dedication to the pro-life position and the biblical standard of sexual integrity
- Agree with and be willing to uphold the Commitment of Care and Competence, Statement of Faith, and the policies of Bridgehaven Pregnancy Support Center

- Have experience in marketing, public relations, advertising, and/or communication
- Excellent organizational, verbal, written, and computer skills including Microsoft Office, publishing software such as InDesign, Photoshop, Illustrator
- Ability to communicate across departments and work with all areas of the ministry
- Possess strong creativity and communication skills
- A self-starter who is motivated, dependable and responsible
- Have maturity to respect and keep information confidential
- Be friendly and respect the dignity of all persons

#### Necessary Experience and Training

- Bachelor degree in Marketing, Public Relations, Communications or 4 years equivalent work experience

#### Required Special Qualifications

- None

#### Essential Physical Abilities

- Position involves working in an office and retail setting
- Occasional (10-33%) reaching and viewing a computer and other types of close visual work.
- Frequent (34-66%) standing, pushing, pulling and grasping.
- Constant (67-100%) sitting, walking, repetitive motion, talking and hearing