



POSITION TITLE: MARKETING & FUNDRAISING SPECIALIST

Part-time, hourly 20-24 hrs. a week

Background check before hire

BRIDGEHAVEN OVERVIEW

Bridgehaven's mission is to empower choices for life through Christ-centered education and support. This mission is pursued by offering abortion alternatives through the following free and confidential services:

- Pregnancy tests & Ultrasounds
- Client advocacy & options discussion
- Pregnancy loss and miscarriage care
- Limited STI Testing
- Earn While You Learn program for parents, including:
 - Weekly life skills classes
 - Material assistance (food, baby items, diapers, wipes, and formula)
- Relational and sexual health education for middle, high school, and college students
- Abortion recovery mentoring and Take Courage Retreats

GENERAL STATEMENT OF DUTIES

The Marketing and Fundraising Specialist is responsible for the marketing and communications efforts of Bridgehaven Pregnancy Support Center's Development team. This person will work with the Development Director to design, create, print, publish, and distribute all forms of materials and communication to support fundraising and development.

EXAMPLES OF ESSENTIAL WORK

Fundraising and Donor Relations

- Collaborate with the Development Director and any special committee members to design, implement, coordinate, and distribute marketing materials for all fund development and special events areas
- Assist in managing development activities to support the overall strategic plan to meet Development Team goals
- Work with the Development Director to develop marketing materials for fundraising appeals, online "e-Giving," and social media fundraising campaigns
- Help maintain Bridgehaven's database of donors, including contact information and gift histories to track contributions and ensure prompt payment of pledges

Marketing and Communications

- Coordinate with the Development Director to create internal and external communications and materials, including but not limited to staff memos, newsletters, donor and volunteer communications, center signage, and client forms
- Ensure all communications, online content, and other promotional materials are in line with Bridgehaven's style guidelines
- Participate in planning and developing marketing strategies for fundraising events, including social media and print materials
- Assist in implementing the annual strategic plan for donor marketing and communications, including but not limited to online ads, billboards, press releases, social media, website, blog, email marketing, and other beneficial avenues of promoting Bridgehaven
- Produce and distribute development promotional information and materials (i.e., brochures, flyers)
- Maintain and update the donations page on the Bridgehaven website, including updating annual business sponsorships
- Produce and edit video as needed
- Produce and distribute fundraising special event marketing materials
- Assist the Development team in event planning and fundraising appeals
- Work with the Development Director to create and manage an annual Marketing Budget
- Develop press releases, print media samples and copy, and public service announcements
- Assist in coordinating the work of development volunteers at events by providing training and supervision
- Assist with the design and layout of Development brochures, flyers, and annual report

REQUIRED KNOWLEDGE & ABILITIES

- Have experience in marketing, public relations, advertising, and/or communication
- Excellent organizational, verbal, written, and computer skills
- Proficiency with marketing and design platforms and software, including Microsoft Word, MailChimp, Canva, InDesign, Illustrator, Premiere Pro
- Ability to communicate across departments and work with all areas of the ministry
- Possess strong creativity and communication skills
- An initiative-taker who is motivated, dependable, and responsible
- Have the maturity to respect and keep information confidential
- Be friendly and respect the dignity of all persons

ACCEPTABLE EXPERIENCE & TRAINING

- Have a bachelor's in marketing, or a related field, or related work experience equivalent
- Previous experience in marketing and communications

REQUIRED SPECIAL QUALIFICATIONS

- Agree with and be willing to uphold the Commitment of Care and Competence, Statement of Faith, and the policies of Bridgehaven
- Assist with coordinating activities related to fundraising events such as the annual 5K Walk/Run, Gala, Business Sponsorship campaign, and Baby Bottle Boomerang campaign