



POSITION TITLE: CLIENT MARKETING SPECIALIST

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

Background check before hire

Subordinates: NA

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
- Perinatal Hospice & Miscarriage Care
- Limited STI Testing Pilot Program in conjunction with Linn County Public Health
- Earn While You Learn program for parents, including:
 - Weekly life skills classes
 - Material assistance (food, clothing, household items, diapers, wipes, and formula)
- Relational and sexual health education for middle, high school, and college students
- Abortion recovery mentoring, classes, and Take Courage (Rachel's Vineyard Retreats)

GENERAL STATEMENT OF DUTIES

The Outreach Marketing Specialist will assist in client marketing & outreach efforts of Bridgehaven Pregnancy Support Center. This role will work with the Chief Learning Officer to manage the organization's digital marketing efforts, including SEO, Google ads, and Meta. Additionally, this position will assist in designing and publishing all forms of communication that promote services and programs through strategic marketing efforts. This role will serve to educate the public about Bridgehaven Pregnancy Support Center's mission.

EXAMPLES OF ESSENTIAL WORK

Marketing

- Manage Bridgehaven's digital marketing efforts, including management of SEO, Google ads, and Meta
- With the CLO, assist in making decisions regarding digital marketing ad spend based on campaign results
- Promote services and schedule ads using Facebook, Instagram, Google Business, and other social media platforms
- Maintain and update the Bridgehaven website
- Create and distribute agency promotional information and materials (i.e. brochures, flyers)
- Create and edit video content for in-house and social media use
- Create and distribute special event marketing materials

- Assist in creating and implementing an annual strategic plan for client-focused marketing and outreach communications, including but not limited to online ads, billboards, social media, website and other beneficial avenues of promoting Bridgehaven

Communications

- Coordinate with department leaders to create internal and external communications and materials, including but not limited to newsletters, center signage, and client forms
- Responsible for promoting messaging that aligns with Bridgehaven's mission, values

Public Relations

- Assist with coordinating tables and represent Bridgehaven at local fairs and community events

REQUIRED KNOWLEDGE & ABILITIES

- Experience in marketing, public relations, advertising, and/or communications
- Excellent organizational, verbal, written, and computer skills
- Proficiency with marketing and graphic 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
- A self-starter who is motivated, dependable, and responsible
- Have the maturity to respect and keep the information confidential
- Be friendly and respect the dignity of all persons

ACCEPTABLE EXPERIENCE & TRAINING

- Bachelor's degree in Marketing, Public Relations, or Communications, or four years equivalent work experience.
- At least two years of digital marketing & graphic design experience

REQUIRED SPECIAL QUALIFICATIONS

- Agree with and be willing to uphold the Commitment of Care and Competence, Statement of Faith, and the policies of Bridgehaven.