

Objectives of the position: The Marketing Specialist is a critical position for PRC, instrumental in our effectively reaching the patients that need to know about PRC and our services, as well as the Collier and Lee County communities that provide much needed financial support, volunteer help, and supplies for our expectant birth parents. This position works as part of a team, supporting the Executive Director, the Director of Operations, the Manager of Development, and others as we work to serve the needs of our communities. This position involves creating, and implementing communications plans of all types, including our Newsletter, church presentations, and promotion of PRC events, and maintaining the marketing efforts and strategy for donors and social media. The Manager of Marketing is a public face to the community, and advocates for the organization and its mission and vision.

Dual Reports to: Manager of Development and Director of Operations

Requirements:

- Be a committed Christian who demonstrates a personal relationship with Jesus Christ as Savior and Lord
- Agree with and uphold the Statement of Faith, Statement of Principle, the Vision and Mission Statements
- Exhibit strong commitment and dedication to the sanctity of all human life
- Exhibit strong commitment and dedication to sexual purity
- Possess excellent communication skills, both written and oral
- Creative writing ability
- Adept in web design and related technology; experience in WordPress a plus
- Experience with institutional databases, public access sites, and primary research skills
- Good reporting, technical, and statistical skills
- Be self-motivated, well organized, and dependable
- Computer skills on a PC including the use of MS Excel, MS Word, Canva, and email at a proficient level
- A Bachelor's degree in Marketing, Journalism, Public Relations, Social Services, or related field, while not required, would be an added plus

Responsibilities:

Development

- Assist the Manager of Development with public relations, such as creating strategic relationships with pastors, attending church events, and conducting informational presentations at universities, clubs, and civic groups
- Draft press releases, brochures, and other marketing materials
- Maintain the organization's donor website and help with social media platforms
- With the Manager of Development, create and maintain the social media calendar including 2-3 weekly posts, blogs, and marketing of PRC events
- Collect and analyze data on local demographics, develop results, and present the conclusions to the relevant departments
- Support the implementation, promotion and collection of baby bottle campaigns and funds
- As part of the Development Team, assist in the planning and implementation of all PRC events

Operations

- Lead the marketing effort to attract more birthparents facing unplanned pregnancies to PRC, including coordination with third-party SEM and SEO vendors and direct reach efforts