



Job Description

JOB TITLE: Director of Marketing & Communications

REPORTS TO: Executive Director

ORGANIZATIONAL MISSION

What we do

AGAPE demonstrates the Truth and unconditional love of Jesus in a safe and confidential environment to women, men, and families experiencing pregnancy or the effects of sexual relationships.

Learn more at <https://agapedsm.com/>.

ENVIRONMENT & CULTURE

Who we are

As a team, we fully support each other so that together we can accomplish more. We enjoy wit, humor, and comradery, so working together is filled with laughter. However, we are serious about working hard with everyone putting forth their best effort and paying attention to details. We are passionate about helping others and have a heart for reaching out to those in need. Above all, we seek to live out the Gospel of Jesus Christ through the way we work and interact. AGAPE places great emphasis on teamwork and supporting each other. We require people to be a good fit with our philosophy of how we work as a team. We need people who are hard-working, consistent, and take initiative. Listening skills and critical thinking are paramount. Open-mindedness and being comfortable in giving and receiving feedback are essential. Being flexible with change and able to work in a sometimes-chaotic environment is necessary. Since AGAPE is faith-based, all team members must ascribe to the AGAPE's Statement of Faith and be committed to the sanctity of human life. Team members must be committed followers of Christ and be willing to share their testimonies with gentleness and respect as in 1 Peter 3:15.

POSITION

Purpose and Scope

AGAPE is seeking a senior leader to help share powerful life-affirming stories of client impact with donors through donor engagement, marketing platforms, communication strategies, and events.

The Director of Marketing & Communications is responsible for developing, driving, and executing the ministry's marketing and communications strategies and providing leadership for the Marketing & Communications team. This role is responsible for growing ministry awareness and deeper engagement with donors – and the community – using local events, direct marketing, websites, social media, and other digital and offline tools. This individual will have the ability to think strategically and then execute with excellence. This position also maximizes awareness and patient/client engagement, including AGAPE's resources for those facing unexpected pregnancies, becoming first-time parents, and providing hope to those who have experienced abortion.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Administrative:

- Supervises a support staff in the areas of: Donor development, Marketing, Communications, events and other external contracted agencies
- Drive planning, strategy, and execution of project calendar
- Lead and drive meetings with internal and external team(s)
- Direct and operate within department budgets and help support larger organizational goals
- Key leader supporting the Executive Director in the business expansion, vision, and leadership

Events:

- Oversees event strategies for the execution of major fundraising events, including the fundraising Gala and other events as implemented
- Provides support and oversight of the event strategies and attends

Direct Mail:

- Oversee marketing analyst and direct mail agency to ensure that donor mailings are deployed on time and on strategy
- Ensure timely, strategic completion of additional in-house direct mail projects

Brand Management & Design:

- Assume responsibility for strategic brand management for all organization brands, including master brand, pregnancy center, and the organization's programs
- Collaborate with graphic designer, external agencies, and other contracted support to develop on-brand marketing assets and materials

Department Support:

- Oversees the Marketing team members and contractors as they develop and implement strategies to advance and improve existing communication strategies and channel effectiveness across all programs
- Provides Marketing strategy, oversight, and design support for departmental marketing projects (e.g., brochures, sign/banners, branded merchandise)

Digital Marketing:

- Oversee external agency support to maintain, update, and grow the impact of the organization's websites.
- Uses analytics of websites, emails, and social sites to refine and improve impact across digital assets.

Donor Data Support:

- Manages mailing lists and reports in donor database and email marketing software
- Manages the Donor Relations team to track and cultivate new donors

Writing, Editing & Story Telling:

- Collaborate with the Executive Director, team members, and contractor(s) in the writing and editing of all ongoing donor communications
- Gather stories from clients and staff, writing or assigning stories to be written
- Ensure organization of occasional photo shoots
- Coordinate with Executive Director and contracted videographers to create patient/client video stories

- Provide writing support for donor communications from Executive Director and Donor Relations department

EXPERIENCE

- 5 years of professional marketing experience with evidence of increasing responsibility, strategic planning and demonstrated results in lead generation/growth
- Supervision of direct reports and/or directing teams to achieve results
- Bachelor’s degree in marketing/communications preferred
- Experience with website maintenance/design and social media management
- Ability to manage web pages in WordPress a plus

QUALIFICATIONS

- 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 sexual purity.
- Agree with and be willing to uphold the Statement of Faith and adhere to the policies of the center.
- Active commitment in a local church
- A passion for the ministry and a heart for reaching the lost with the Gospel
- Strong leadership experience and skills and the ability to show initiative in assigning and completing tasks
- Exceptional interpersonal, organizational, and communication skills, both oral and written, with a high degree of professionalism and maturity
- Thorough understanding and demonstrated ability to maximize digital tools
- Ability to work collaboratively across departments and with other team members to meet deadlines, manage details, and maintain high-quality standards
- Strong computer skills in a variety of software, including Office, fundraising, and design applications
- Demonstrates qualities of initiative, organization, teamwork, and goal-oriented
- Ability to manage multiple tasks and priorities

ADDITIONAL INFORMATION:

Starting date: As soon as possible.

Starting wages: Compensation is negotiable based on experience

Job hours: This position requires 35 hours per week during operational hours. Hour’s negotiable based on the individual. Occasional evening or weekend hours may be necessary for special events.

Confidentiality: This position includes access to sensitive and personal information thus requiring a confidentiality agreement to be signed and honored.

Director of Marketing & Communications

Date

Executive Director

Date