

**CARE NET PREGNANCY CENTER OF DANE COUNTY
POSITION DESCRIPTION**

JOB TITLE

- **Title:** Marketing and Communications Specialist
- Reports To: Advancement Director
- Date Analyzed: 09/2018
- Wage Category: Exempt
- Hours: 20 - 24 hours per week; occasional evening and weekend hours may be required

JOB FUNCTION

The Marketing and Communications Specialist acts as the brand voice for Care Net, building the community's understanding of our mission and impact by sharing the Care Net story. This individual is responsible for developing communication and marketing strategies; tailoring materials and messages with the intent of increasing awareness and utilization of Care Net programs. S/he will enhance brand awareness to draw our target population and position the organization as a catalyst for social change.

DUTIES & RESPONSIBILITIES - ESSENTIAL FUNCTION OF JOB

A. Marketing

1. Develop, implement and manage Care Net's online and offline communications with clients, patients and donors.
 - Develop innovative, effective and efficient marketing strategies to achieve ministry goals.
 - Define and implement creative marketing strategies for each program.
 - Support, execute, and monitor messaging across all platforms, including but not limited to, social media, web sites, printed materials, events, video, direct mail, newsletters, blogs, email, radio/broadcast, and others to promote the goals of the organization within the established budgetary parameters.
 - Evaluate ROI for marketing campaigns; modify as needed.
 - Serve as the organization's brand manager.
 - Maintain protocols for consistency, standardization and professional look across materials created for all programs.
2. Negotiate marketing contracts, work with advertising and marketing reps to discover available traditional and non-traditional media buys and PSAs.
3. Chair the Marketing Team.
 - Identify and recruit qualified and diverse volunteers with the goal of developing a comprehensive marketing and communication strategy for Care Net.
4. In collaboration with the Advancement and Marketing Teams, create an annual PR campaign and schedule including proven strategies and new recommendations of the members of the team and outside consultants. Implement plans and evaluate the productivity and effectiveness of each strategy according to agreed-upon metrics.
6. Design, implement, and evaluate segmented messaging for targeted populations.
7. Develop and execute market research to understand client and donor behaviors, personas, and requirements. Champion the "voice of the client" to create materials that meet the expectations of our clients or donors.

8. Develop and procure content to maintain an up-to-date digital/social media strategy.
 - For donors: Under the direction of the Advancement Director, assist with solicitations and/or support materials to obtain, retain and/or upgrade gifts, and to increase commitment to current and new ministry initiatives.
 - For clients: Grow brand awareness and motivate increased client appointments.
 - Manage all electronic communications, including but not limited to Facebook, YouTube, blogs, website, e-mail marketing.
 - Monitor online presence, actively seeking positive reviews and responding as appropriate to posted comments.
9. Participate in preparation of budget to meet budgetary requirements.
10. Manage all Care Net websites including re-design/re-launches as needed.
11. Manage and produce videos for donor marketing and client education.

B. Media Relations

1. Coordinate all media interactions, with the goal to promote and/or impact the ministry.
 - Serve as general media spokesperson, or designate and train appropriate spokesperson.
2. Develop and maintain working relationships with media representatives, seeking to position Care Net as a trusted source for media.
 - Submit program focused stories to news media and print publications.
3. Prioritize media opportunities and prepare media talking points.

C. Speaking Opportunities

1. Prepare talking points, speeches, presentations and additional supporting material for Care Net speakers as appropriate.
2. Facilitate training for volunteers and staff to speak on behalf of Care Net.

D. Events: As a member of the Advancement Team, effectively promote all Care Net events.

E. Other duties as assigned by Advancement Director.

KNOWLEDGE, SKILLS & ABILITIES

- A. Excellent verbal and written communication skills.
- B. The ability to creatively use multiple communication platforms, including: print, web, social media, multi-media, and face to face presentation.
- C. People oriented, having the ability to relate to people in a friendly and professional manner.
- D. Ability to work independently as well as part of a team. Demonstrate strong project management and collaboration/networking skills.
- E. Excellent administrative abilities, able to see every detail through to the end.
- F. Able to deal with confidential information in a confidential manner; disciplined to refrain from discussion of confidential matters with others.
- G. Relies on experience and judgment to plan and accomplish goals; performing a variety of tasks and working under limited supervision.

POSITION SPECIFICATIONS

- A. A degree in Marketing, Communications, Non-Profit Management or related field and at least 2 years relevant experience required. Experience in healthcare marketing beneficial.
- B. Experience with marketing, social media, website management, health care environment

and/or public relations preferred.

- C. Computer experience, proficiency with Windows and Microsoft products, electronic communications and internet applications are necessary. Experience with Adobe CS products, email marketing, WordPress, Google Adwords and Analytics preferred.
- D. Must demonstrate advanced knowledge of business English, grammar, punctuation, and spelling, as well as strong verbal communication skills and ability to write clearly and persuasively.
- E. Must show evidence of a personal relationship with Jesus Christ and demonstrate a strong Christian life.
- F. Attend church on a regular weekly basis.
- G. Must agree with and sign Care Net's Statements of Mission, Vision and Faith, Principles, Values, and Confidentiality.
- H. Dependent on Holy Spirit "Not by might, nor by power, but by My Spirit, says the Lord of Hosts."
Zech. 4:6