



This job description reflects the management's assignment of essential function; it does not prescribe or restrict the tasks that may be assigned.

## **MARKETING MANAGER**

**REPORTS TO:** Director of Partner Relations

### **SUMMARY**

The Marketing Manager is responsible for developing, implementing and maintaining an integrated, organization-wide strategic communications plan to broaden awareness of the mission and activity of WRMCSN and to strengthen the organization's brand identity across key stakeholder audiences.

### **ESSENTIAL FUNCTIONS**

Plan and manage projects that use visuals, video, and/or multimedia storytelling. Conduct frequent client interviews to be used for newsletters, direct mail, website, press conferences, and social media platforms. Seasonal projects include producing short web videos or infographics on timely issues, supervising design consultant work, and designing flyers/brochures and direct mail campaigns.

### **PLANNING**

- Develop and implement marketing plan for Vintage Values Boutique online retail platform, WRMCSN service/ programs, and donor reach.
- Write annual strategic plans for each area of marketing and advertising activities.
- Develop marketing plans for national vision initiative.
- Forecast strategic plans to coincide with organizational growth.

### **ONLINE**

- Websites; FreePregTest.com, SaveALiFECLUB.com, and VintageValuesBoutique.com
  - Work with website design vendors to implement design changes to the website.
  - Ensure professional and updated image of our website presence as well as updating content and relevance.
  - Develop new content and maintain website performance.
  - Write new stories, create new pages, and solicit updates from other departments.
- eNewsletters
  - Assist with writing eNewsletters for donors based on a calendar developed by the Director of Partner Relations, and ensure that eNews stories connect to existing or new pages on the website.
  - Write and design regular content for email list.
  - Encourage articles from department managers for content
- Execute social media strategy for all departments.
- Use Graphic software tools to create memes and edit photographs.

- Develop and post regular content for all social media platforms.
- Establish and maintain blogs and vlogs for various departments.
- Create existence of WRMCSN to become an influencer on several platforms; voice for voiceless, spiritual and fashion.

#### ADVERTISING

- Oversee advertising and marketing efforts of organization's activity for client awareness, fundraising and events.
- Develop consistent brand-specific ad campaigns for client marketing, company marketing and boutique marketing efforts.
- Manage and oversee digital marketing campaigns.

#### PUBLIC RELATIONS

- Providing tools to partnering churches such as; client videos, pulpit announcements, sermon notes and or talking points, etc. in order to support their communications for WRMCSN platform for the unborn and to help strengthen their voice for WRMCSN's mission.
- Coordinating nomination opportunities both locally and nationally in order to extend the visibility of the organization to new avenues.
- Media Relations
  - Build relationships with media outlets and key communications partners that will lead to mainstream media coverage of the Center's events and mission.
  - Track news coverage of WRMCSN and its key issues.
  - Respond to media requests in a timely manner.
  - Work with WRMCSN team members to generate and release media advisories, press releases, and statements and proactively pitch outlets around key issues.
  - Develop talking points for pertinent current events and programming for use by staff and allies.

#### DIRECT MAIL

- Coordinate annual direct mail campaigns.
- Manage content and targeted mailers designed for specific groups within and outside WRMCSN database.
- Oversee database updates and donor profile information.

#### REPORTING

- Assist in analyzing and reporting impact of communications on organizational success.
- Develop and execute metrics and reporting program, to include reporting on communication goals and strategic planning fulfillment.
- Efficiently manage the documentation process, calendaring and data collection
- Establish, maintain and leverage appropriate technology tools to manage the communications function. (i.e. CRM or other appropriate data management software.)

#### **EDUCATION AND EXPERIENCE**

- Bachelor degree required (preferably in communications, marketing or related field.)
- At least 5 years experience in communications or appropriate related field.
- Demonstrated ability to write strategic communications pieces for an organization, including press releases, newsletters, website content, etc.
- Basic graphic design and basic video editing knowledge.
- Intermediate to Advanced Microsoft Office computer skills. Proficient in, Bloomerang or similar database management software and social media web platforms.

## **SKILLS & QUALIFICATIONS**

### **Character Expectations and Requirements**

- Continual evidence of an active and growing personal relationship with Jesus Christ as Savior and Lord.
- Compassion for and commitment to providing abortion alternatives to women facing unplanned pregnancies and their unborn babies.
- Personal, professional and public integrity consistently evident.
- Customer Service - demonstrate the ability to respond with a high degree of urgency to the needs & requests of others, internally and externally. Understand the impact of their work on others.
- Proven ability to handle confidential information with discretion, be adaptable to various competing demands, and demonstrate the highest level of customer/client service and response
- Understand safety policies and actively promote safe practices in the workplace.
- Maintain constructive relationships and demonstrate respect for everyone.
- Deal constructively with conflict and focus on the situation, issue or behavior and not on the person by diffusing situations before conflicts arise, resolving conflicts directly and actively promoting and gaining cooperation from others.
- Accurately provide and receive information in oral and written communications.
- Consistently provide ideas, opinions, or information in an articulate, professional way.
- Actively listen to others and demonstrate understanding of other points of view.
- Willingness and ability to adjust to changing conditions or priorities.
- Take the initiative to identify and act on problems and lead by example.
- Consistently make decisions that resolve problems.
- All employees are expected to participate in fundraising and volunteer recruitment activities.

### **Talent and Skill Requirements**

- Delegate effectively without abdicating authority.
- Expert level written and verbal communication skills
- Demonstrated leadership abilities and strategic thinking.
- Strong analytical, critical thinking and project management skills.
- Strong organizational skills that reflect ability to perform and prioritize multiple tasks seamlessly with excellent attention to detail.
- Demonstrated ability to achieve high performance goals and meet deadlines in a fast paced environment.

- Ability to prioritize big picture ideas and execute into tangible actions.
- Highly resourceful team-player, with the ability to also be extremely effective independently.
- Demonstrated ability to present effective and compelling messages to individuals, groups and the public.
- Strong interpersonal skills and an ability to work with a diverse variety of individuals.

**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle or feel; reach with hands and arms and talk or hear. The employee is frequently required to sit. The employee is occasionally required to stand; walk and stoop, kneel, crouch or crawl. The employee must occasionally lift and/or move weights exceeding 25 pounds.

Ability to work on a computer and phone for at least 90% of the day.

Travel: Ability to drive to and from special event activities mostly in the metro area but occasionally throughout WRMCSN’s service area.

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

**FULL TIME / EXEMPT**

POSITION: Marketing Manager

DEPARTMENT: Partner Relations

REPORTS TO: Director of Partner Relations

SUPERVISES: Volunteers and Staff

STATUS: Full Time/ Exempt

COMPENSATION: Compensation commensurate with experience.

SCHEDULE: Monday through Friday with evenings and weekends as required

HOURS: 8:00AM to 5:00PM

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