



ELIZABETH'S NEW LIFE CENTER

Mission: Empower individuals and families to make Godly life choices.

Vision: By the grace of God, we humbly labor in the culture of life.

Job Description

Marketing and Communications Coordinator

Job Status: Part-time, Non-Exempt

Department: Administration

Reports to: Director of Human Resources – or – Marketing Manager

Works with: Administration, Development and Women's Center Staff

Supervises: None

The Marketing and Communications Coordinator (MCC) is responsible for implementing communication and marketing strategies for ENLC. While most of the focus will be on external communications including clients, patients, donors, media, and partners the MCC will also work to ensure internal communications with staff and volunteers is timely and effective. This role will work closely with the graphic designer and grant/copywriter.

Primary Duties/Essential Functions:

- Coordinate with graphic designer to ensure consistent brand across all of ENLC which promotes our public image to each of our audiences.
- Execute Women's Center-Ohio integrated marketing campaigns on time and on budget
- Create and maintain media list with contacts for newspapers, magazines, TV stations, radio stations, and blogs.
- Coordinate client facing events that will attract positive attention from the media.
- Work closely with the Graphic Media Coordinator in the design and production of all messaging.
- Oversee, update and improve web content for all client facing websites; serve as backup for donor facing site. Have a basic level of SEO knowledge and how to align website content, code, and connections to drive natural search.
- Execute social media strategy for Women's Centers according to plan including identification of content, selection of appropriate photography and timely delivery. Collaborate with staff, volunteers, and board members to aggregate content tied to identified strategy. Help to train staff on best practice for social media use.
- Maintain and assess available metrics for measuring success of marketing efforts.
- Manage media and video production, scheduling, and buying according to best practice, deadlines, and budget.
- Coordinate production schedules and maintain ongoing relationships with graphic designers, printers, and photographers.
- Work with Director of Human Resources to aid in development of content for internal employee intranet site.
- Work closely with Development team to instruct on best practice for use of email, digital, and mass media tactics. Aid in execution of these tactics when expertise is needed.
- Be an integral member of the Marketing Committee.
- Perform other duties pertaining to the mission of the organization as assigned by management.

QUALIFICATIONS:

Bachelor's Degree in Communications, Marketing or related field. 1 - 3 years' experience in organizational communications, marketing, or related preferred. Must be proficient in Microsoft Office Suite, computers, internet and social media. Must possess excellent writing, phone and interpersonal communication skills with the ability to work cooperatively and professionally with staff, donors, clients, patients, ENLC constituencies, and the public.

Should have basic media knowledge, experience with digital media (ex: Google Ad Words), and social media platforms. Must be able to work with common Content Management (CMS) platforms; WordPress experience preferred. Basic SEO knowledge preferred.

Work Environment and Physical Demands:

The noise level in the work environment is low – moderate. While fulfilling the responsibilities of this position, the employee is required to sit, stand and/or walk. Specific vision abilities required by the position include close vision, color vision, peripheral vision and ability to adjust focus. Must be able to lift 20 pounds.

Other:

Driving to and from various locations is required and the employee is required to have both private insurance and a driving record that enables insurability under the ENLC policy. Mileage may be reimbursed by ENLC. Occasional nights and weekends required.

ENLC Expectations:

- Adhere to ENLC Policy and Procedures.
- Demonstrate flexible and efficient time management and ability to prioritize workload often balancing multiple priorities.
- Strong personal motivation, initiative, sense of responsibility.
- Excellent knowledge of computers and willingness to learn new skills as needed.
- A servant’s attitude with the ability to understand how all tasks impact Elizabeth's New Life Center’s ministry of supporting life.
- A strong team player.
- Willingness to support Elizabeth’s New Life Center’s mission and vision as defined by Elizabeth's New Life Center.

I have received and read this job description and understand that it does not limit my employer’s ability to require additional tasks of me. I understand this supersedes previous documents and statements. I also agree that I will carry out my job as outlined above, and if I have a question concerning work expectations, I will check with my supervisor.

Employee’s Signature

Date:
