



Job Description: Marketing & Communications Manager

The Marketing & Communications Manager provides a broad range of communications, marketing and public relations leadership to the entire organization. This includes planning, development, and implementation of support materials and services relative to communication/promotions, public relations, and all special events.

All responsibilities are performed to promote the pro-life mission, vision, and core operational values of A Woman's Concern.

Public Relations, Marketing, and Advertising

1. Assist in strategizing, developing and implementing a communication and marketing plan to manage the brand, enhance the image, promote the mission, increase and grow donor contributions of A Woman's Concern.
2. Work cooperatively with all departments in implementing the communications and marketing plan, and providing effective and efficient communications, marketing, public relations, and event planning support for all areas of A Woman's Concern.
3. Oversee public impact projects, programs, and activities to encourage, maintain and increase public awareness of A Woman's Concern.
4. Responsible for the development, distribution, and maintenance of all print promotion, education, information materials including, but not limited to, newsletters, brochures, flyers, etc.
5. Oversee and assist with the development, updating, and maintenance of the A Woman's Concern marketing efforts, including but not limited to website(s), advertising and social media. Ensure that website and social media sites are achieving activity goals, as well as remaining current, accurate, user friendly, inviting, effective and reflective of A Woman's Concern mission.
6. Maintain contact with and develop grant proposals for foundations and corporations.

Stewardship

1. Create spirit of gratitude for all gifts of time, talent and treasure.
2. Implement recognition programs and opportunities for the expression of thanks.
3. Nurture and cultivate all constituent relationships.

Requirements:

- An understanding of and belief in the mission of A Woman's Concern, Inc.
- Bachelor's degree or higher from an accredited university or college in Business, Marketing or a related field.
- A minimum 2 years' experience in business, sales, marketing or advancement, with a demonstrable track record of success.
- Organize and establish priorities effectively.

- Ability to develop fundraising and budgeting plans, think creatively and strategically, and to manage multiple areas of activity simultaneously.
- Excellent verbal and written communication skills, experience writing successful proposals, good computer skills and working knowledge of Advancement Database.
- A working style that is self-directed and organized.
- Communicate effectively in both written and oral formats.
- Proficiency in Microsoft Excel, Microsoft Word and donor base software. Adobe Photoshop and InDesign preferred.

Please submit resume to jillh@pregnancylancaster.com

To learn more about A Woman's Concern: www.pregnancylancaster.com