



Join *the* Mission

Working at AWC | Your Opportunity Profile

Marketing & Communications
Manager

24 -30 Hours/Week

Employment Opportunity Profile

Mission Overview

A Woman’s Concern provides an open door and inviting space to all women in need of resources related to pregnancy, parenting and sexual health and empower families with focused classes, dedicated support, and material assistance to uphold the value of every human life.

While celebrating AWC’s 50th Anniversary, this well-established Lancaster non-profit seeks to help build a community where families are strong and life is cherished.

Below are some of the key services we provide while living out our mission:

- ✓ medical grade pregnancy tests
- ✓ ultrasound scans
- ✓ material assistance
- ✓ pregnancy options information
- ✓ sexual risk avoidance education
- ✓ fatherhood education
- ✓ prenatal and parenting classes
- ✓ lactation services and support
- ✓ post abortion recovery group
- ✓ community referrals



We serve anyone in Lancaster County (and beyond) who is looking for education, practical help, and support, always at no cost to them, confidentially and without judgement. We are also known for doing all that we do with great love and compassion and for offering hope to those in our community. Each of our staff members acts as the hands and feet of Christ in every interaction and conversation with those who walk through our doors.

Why AWC?

AWC team members unequivocally commit to sharing their unique talents to make a difference in the lives of our clients. They have servant hearts. They find fulfilment in being part of a powerful and dedicated team seeking to not only save lives but transform them. They desire to walk alongside our clients who are struggling and provide them compassion, resources, knowledge and love.

Team Commitment

Upon joining the AWC team, all staff and volunteers must provide a child abuse clearance, state police clearance and FBI-Fingerprinting and criminal background check. All board members, staff and volunteers upon joining AWC and ever year afterwards commit to the following statements and standards:

- Vision Statement
- Mission Statement
- Statement of Faith
- Our Commitment of Care and Competence
- Operational Assumptions
- Confidentiality Statement
- Conflict of Interest

Position Summary

Job Title Marketing & Communications Manager (Part Time, 24 hours)
Classification Staff | Member of Advancement Team
Reports to Advancement Director

Primary Function

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 AWC.

Job Duties

- **Public Relations, Marketing, and Advertising**
 - Lead the strategy, development, and implementation of a communication and marketing plan to manage the brand, reach potential clients, promote AWC's overall mission, and increase and grow donor contributions.
 - Work cooperatively with all departments in implementing the communications and marketing plan and in providing effective and efficient communications, marketing, public relations, and event planning support for all areas of AWC.
 - Oversee public impact projects, programs, and activities to encourage, maintain, and increase public awareness of AWC.
 - Responsible for the development, distribution, and maintenance of all print promotional, educational, informational materials including, but not limited to, newsletters, brochures, flyers, posters, event promotions, etc.
 - Oversee and assist with the development, updating, and maintenance of AWC marketing efforts, including but not limited to website(s), advertising, and social media presence. Ensure that websites and social media sites are achieving activity goals, as well as remaining current, accurate, user friendly, inviting, effective, and reflective of AWC mission.
- **Stewardship**
 - Create spirit of gratitude for all gifts of time, talent and treasure.
 - Implement recognition programs and opportunities for the expression of thanks.
 - Nurture and cultivate relationships with constituents, churches, business sponsors, and other amenable organizations.

Qualifications

- ✓ Passionately pro-life; expresses full agreement with and acts in concert with AWC's Mission Statement.
- ✓ 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.
- ✓ Respects confidentiality and privacy per applicable laws and regulations.
- ✓ Demonstrates behaviors that align with AWC's values.
- ✓ Complies with the policies and procedures of AWC.
- ✓ Organizes and establishes priorities effectively.
- ✓ Dependable, stable and capable of following through on commitments.
- ✓ Excellent team oriented and relationship skills.
- ✓ 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 Office, Microsoft Teams, and donor base software.
- ✓ Working knowledge of Adobe Creative Suite and experience managing websites using Wordpress a plus.

Physical Demands

Activities in performance of duties include sitting, standing, walking, climbing stairs, lifting up to 20lbs, kneeling, reaching, pushing, pulling, keystroking on a keyboard or similar device, talking, hearing and seeing.

Next Steps

Please send your completed application and résumé with salary expectations to executive director Jill Hartman at jillh@pregnancylancaster.com.

Salary commensurate to experience and will range from \$23-25 per hour. Position has some flexibility and will work with unique schedules – hybrid model available.

Team Member Testimonial

"I love working for AWC because of how we honor and serve well each client that comes in for our services. By utilizing the focus model, we give dignity to each client, seeing them as individuals who are worthy of respect, love, and professional services given with excellence and nonjudgement.

"We give space to our clients to be who they are where they are, while encouraging them to breathe; they are not alone, we are for them, and we will give them the

information they need to make so they can make an informed choice. We believe our clients deserve to know their options, see the truth (ultrasounds), and receive support and genuine care while at AWC.”
