**Job Description**

**Susquehanna Valley Pregnancy Services**

**MARKETING AND COMMUNICATION DIRECTOR**

New, April 2019

**Objectives of the Position:**  The Marketing and Communication Director is responsible for developing and implementing strategic and tactical external marketing and communication plans for the SVPS brand, promoting increased public awareness of the ministry and producing supporter and client engagement. The Director oversees development and production of support materials and services in the area of marketing and communications, in both print and digital formats. Supervises marketing and communications staff.

**Reports to:** Acting President

**Works collaboratively with:** Acting President, Supporter Relations Director, Digital Communications Associate, and Stewardship Assistant

**Supervises:** Digital Communications Associate

**Qualifications:**

1. Is a committed Christian with a strong personal relationship with Jesus Christ as Savior and Lord that is evident in their behavior. This is demonstrated, in part, through regular study and application of scripture, the sharing of personal biblical revelation, personal and corporate times of prayer and worship, and in advancing the Gospel while representing the ministry to the community at large.
2. Is in agreement with the fundamental documents of the ministry including the Statement of Faith, Christian Code of Conduct, Statement on Biblical Authority, Statement on Marriage, Gender, and Sexuality; Statement on the Sacredness of Human Life, the Gospel of the Kingdom of God, and the Ministry Bylaws.
3. Be able to thrive in a culture where corporate worship, relational community, and corporate discerning of the Lord’s will, through prayer, is woven into all aspects of our ministry
4. Is capable of articulating the ministry’s fundamental beliefs, goals, and practical outreach to those in need.
5. Demonstrate a strong commitment to the pro-life position and to sexual purity.
6. A bachelor's degree in communications, marketing or related field; or equivalent related professional experience
7. 3-5 years professional experience with brand strategy development and execution, social media, digital communications, graphic design, and management of third party professional-service vendors
8. 3-5 years of supervisory experience
9. Innovative mindset that enjoys creative problem-solving in a collaborative environment; excellent interpersonal, communication (oral and written), organization, and public speaking skills
10. Self-motivated, and able to execute duties with little supervision within a team environment
11. Proficiency with Microsoft Office suite, social media, office equipment, and mobile devices
12. Able to lift and carry (over short distances) 30 pounds of equipment at a time
13. Possess a valid driver’s license and insurance, and a reliable personal vehicle

**Clearances:** The candidate must provide successful completion of a Pennsylvania Criminal Background Check, FBI Fingerprint Background Check, and Pennsylvania Child Abuse History Clearance prior to employment.

**Duties:**

1. Reflect, articulate, and promote the SVPS brand, along with our mission and vision, to external audiences, including potential client audiences.
2. Responsible for creating, implementing, and measuring the success of a comprehensive marketing and communications program that will enhance the SVPS image and position both within our community, and nationally.
3. Act as editor of external written communications, both print and digital, ensuring that the materials consistently support SVPS brand standards. Manage creative design process and evaluate/approve pieces of communication activities and materials including, but not limited to, the following areas:
   1. Website (supporter and client), social media, video production
   2. Print materials for supporters and public promotion of services
   3. President’s office
   4. External client marketing (print and digital)
4. Develop, implement, and evaluate impact of promotional strategies across all platforms for resources and materials published by SVPS and identified for public distribution.
5. Supervise the communications and marketing staff
6. Manage third party graphic design, print and digital media vendors for projects within the SVPS brand strategy.
7. Develop and administrate the annual operating budget for accounts within delegated area of responsibility. Ensure annual goals are achieved within established parameters.
8. Other
   1. Uphold the Statements of Vision, Mission, Faith, Principle, and Pro-Life Standard; and uphold the policies and procedures of SVPS
   2. Maintain healthy staff relationships, participate in staff meetings and gatherings, and participate in fundraising and other SVPS events per Employee Handbook
   3. Assorted projects as assigned

I have read and understand the contents of my job description.

Employee’s signature

Date