



Director of Communications and Outreach Job Description

Description/Purpose

The Director of Communications and Outreach serves as the central hub for managing all internal and external communications and outreach efforts on behalf of the Crisis Pregnancy Center of Tidewater (CPC). This individual will work with department heads, staff, vendors, and volunteers to promote CPC's brand and fulfill its mission to save lives, spare hearts, and spread the gospel of Jesus Christ in South Hampton Roads.

Responsibilities

The successful candidate will:

- Uphold CPC's policies and procedures
- Support the religious mission of CPC and encourage the spiritual growth of staff and clients
- Reinforce the humanity of the unborn child with patients, their guests, staff, and others
- Be able to share the gospel of Jesus Christ with patients and supporters and pray with them as appropriate
- Lead staff (or participate) in shared prayer and devotions as opportunities arise
- Contribute to overall team efforts by setting appropriate deadlines and ensuring effective communication
- Develop outreach strategies to connect CPC with both patients and supporters
- Design and maintain CPC's social media presence
- Oversee, edit, and update CPC's websites, email platform and lists, and other electronic media assets
- Analyze and monitor social media trends and media placements to measure effectiveness
- Provide support and assistance with planning, promoting, and implementing campaigns and prioritized activities
- Design and/or oversee print, web, and email communication pieces including, but not limited to, postcards, brochures, email headers, newsletters, annual reports, prayer cards, event invitations, etc
- Proofread all communications before being distributed or posted
- Participate in organization-wide planning, development, and communication activities as needed
- Leverage measurement tools to monitor and evaluate the impact of communications efforts and provide progress reports while continually finding ways to improve on those metrics through testing and new initiatives
- Serve as a spokesperson for CPC on media and public relations interactions

- Manage assigned staff and oversee daily activities of the team
- Contribute to overall team efforts by setting appropriate deadlines and ensuring effective communication
- Work with vendors, service providers, and/or volunteers as needed
- Perform other duties as assigned, dependent on organizational needs and employee skills

Qualifications

Spiritual/Personal

The successful candidate will:

- Have a personal, vital, and growing relationship with Jesus Christ and be able to share the gospel
- Be an active and committed part of a local, gospel-preaching church
- Be in complete agreement with CPC's Mission, Statement of Principle, and Statement of Faith
- Be dependable, stable, and capable of committing to this position's responsibilities and duties
- Express a desire to be a part of reaching at-risk patients considering abortion
- Believe in the sanctity of all human life from the moment of conception through natural death
- Exhibit strong interpersonal, spiritual, and administrative skills, take initiative, and be flexible
- Be self-motivated and well-ordered in their personal life
- Have a warm, gentle, and hospitable spirit for the family of CPC
- Embrace CPC's values and the behaviors that support those values

Professional

The successful candidate will:

- Exhibit strong written and oral communication skills
- Demonstrate the ability to manage multiple projects, priorities, and deadlines simultaneously
- Have the ability to excel in a fast-paced, changing, and challenging environment
- Be proficient in Microsoft Office products
- Possess both working knowledge and real-world experience in planning, managing, and executing social media programs and initiatives
- Demonstrate the ability to establish and maintain effective relationships and partnerships with key stakeholders and online influencers
- Be an excellent copywriter
- Exhibit strong writing and oral communication skills
- Exhibit strong internal and external relationship building skills

Education/Experience

The successful candidate will:

- Possess at least a BS/BA (or equivalent experience)
- Have a minimum of two (2) years of experience in communications, marketing, public relations, or a related field (preferred)

Schedule

The Director of Communications and Outreach is a Regular, Full-Time position. The position may be approved for remote working opportunities contingent upon the demonstrated responsibility of the employee and the needs of the ministry.

Compensation and Review

Compensation consists of a competitive salary dependent on the qualifications and experience of the successful candidate. Benefits may include:

- Health insurance
- Dental insurance
- Various supplemental insurance plans
- Paid time off
- 403(b) Retirement Plan

On an annual basis, the Director of Communications and Outreach may be given a formal performance review.

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