



Marketing Coordinator Job Description

Description/Purpose

The Marketing Coordinator advances the mission, vision, and values of the Crisis Pregnancy Center of Tidewater, Inc. (CPC) primarily by creating and implementing patient marketing campaigns, working with our Google Ad agency, and creating and posting content across multiple social media platforms. This individual will work with staff and vendors to help fulfill CPC's mission to save lives, spare hearts, and spread the gospel of Jesus Christ in South Hampton Roads. They will report to the Director of Communications.

Responsibilities

The successful candidate will:

- 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
- Assisting in the development and execution of marketing strategies and campaigns.
- Coordinating and implementing various marketing activities, including advertising, promotions, and patient relations.
- Conducting market research and analyzing patient trends to identify potential opportunities.
- Managing social media accounts, creating engaging content, and monitoring online presence.
- Collaborating with cross-functional teams to ensure effective communication and alignment of marketing initiatives.
- Tracking marketing campaign performance from our Google Ad agency and have the aptitude to learn SEO and PPC metrics

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
- Reinforce the humanity of the unborn child with patients, their guests, staff, volunteers, and others
- Be able to share the gospel of Jesus Christ with staff patients and supporters and pray with them as appropriate
- Lead staff (or participate) in shared prayer and devotions as opportunities arise

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

Education/Experience

The successful candidate will:

- Possess at least a BS/BA (or equivalent experience)
- Ability to learn SEO and PPC metrics when working with our Google Ad Agency
- Existing skillset working with social media algorithms and experience creating content to post regularly
- Knowledge of graphic design software and basic HTML is a plus.

Schedule

The Marketing Coordinator 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. The Marketing Coordinator will be expected to be available Monday – Friday.

Compensation and Review

Compensation consists of a competitive salary dependent on the qualifications and experience of the successful candidate and their employment status (regular vs. temporary and/or full-time vs. part-time).

Benefits may include:

- Health insurance

- Dental insurance
- Various Aflac plans
- Paid time off (holiday, vacation, and sick leave)
- 403(b) Retirement Plan

On a quarterly basis, the Marketing Coordinator may be given a formal performance review by their Direct Supervisor.

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