



Multimedia Marketing Coordinator Job Description

Introduction

Hey there! We're a small, tight-knit team at the Crisis Pregnancy Center of Tidewater, and we're looking for a Multimedia Marketing Coordinator to join us in sharing stories that honor God. This role is all about creating and managing engaging content, executing marketing campaigns, and collaborating with many inside the organization. You'll be producing written, visual, and social media content, managing our website, and working closely with vendors, service providers, and volunteers. If you're detail-oriented, passionate about storytelling, and excited to make a difference, we'd love to hear from you!

Description/Purpose

The Multimedia Marketing Coordinator serves as a member of the communications team on behalf of the Crisis Pregnancy Center of Tidewater (CPC). This individual will work with multiple CPC teams to help in the execution of communications and outreach campaigns to help fulfill CPC's mission to save lives, spare hearts, and spread the gospel of Jesus Christ in South Hampton Roads. This person will report to the Vice President of Communications and Outreach.

Responsibilities

The successful candidate will:

- Produce engaging content for social media platforms and direct mail pieces.
- Develop written content for various platforms and purposes.
- Capture and edit photos and videos for use in marketing and communication materials.
- Create visual content that supports CPC's messaging and goals.
- Schedule and post content regularly, ensuring consistency and alignment with CPC's mission.
- Schedule and execute email campaigns to support CPC's communication strategies.
- Manage updates and execute changes to the CPC website.
- 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.
- Perform other duties as assigned, dependent on organizational needs and employee skills

Qualifications

Professional

The successful candidate will:

- Be extremely detail oriented.
- Have excellent written and communication skills to create written content that engages and informs our audience effectively.
- Be interested in working with social media algorithms.
- Demonstrate knowledge of graphic design software and basic HTML.
- Demonstrate the ability to manage multiple projects, priorities, and deadlines simultaneously.
- 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).

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.

Schedule

The Multimedia 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 Multimedia Marketing Coordinator is expected to be available Monday through Friday.

Compensation and Review

Compensation consists of a competitive salary dependent on the qualifications and experience of the successful candidate and his or her employment status.

Benefits may include:

- Health insurance
- Dental insurance
- Long-Term Disability Insurance
- Paid time off (holiday, vacation, sick leave, etc.)
- 403(b) Retirement Plan

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