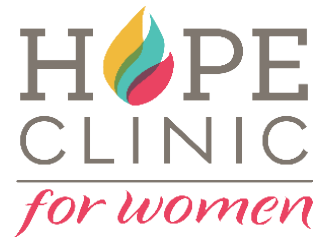


## Hope Clinic for Women Job Description



**Position Title:** Marketing Coordinator

**Position Type:** Part time – 10-15 hours/week

Employee can create a consistent schedule of 3 days in clinic and 1 day remote. Clinic hours are Monday – Thursday 8:30am-5pm and Fridays from 8:30am-2:30pm. There may be occasional work performed on weekends or at nights, during events, for example.

**Work Environment:** This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, telephones, photocopiers, and filing cabinets.

**Reports To:** Development Director

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### Mission

*Hope Clinic for Women* is a faith-based, safe and confidential place for anyone dealing with life choices regarding past, present and future pregnancies. We provide education, counsel and medical care for anyone regardless of age, race or religion.

### Vision

*Hope Clinic for Women* is a Christ centered ministry existing to honor the sanctity of all human life as exemplified by:

- Teenagers and single adults choosing abstinence until marriage
  - Women and men choosing life for their child in the midst of a pregnancy
  - People experiencing God's grace and forgiveness after an abortion
  - The transformation of hearts and lives by discovering the purpose and potential God intended for all His children
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**Description:** Hope Clinic is seeking a detail-oriented marketing professional that can analyze vendor data, stay up to date on emerging trends, and promote a cohesive marketing strategy. This individual will balance administrative work, external research, and vendor accountability to help Hope Clinic reach more women in our geographic area with overall goal of increasing client volume by 50% over the next three years (from 70 initial inquiries to 140 calls and chat messages for pregnancy appointments) and assisting the Advancement team in increasing donations by 30% over three years.

### Key Performance Indicators

- Maintain accurate and eye-catching data in all digital client resources and assets
- Develop and execute marketing plan to increase initial inquiries (lead-gen through phone calls, nurse chat widget, and other digital communications)
- Stay on top of market trends in order to shift strategy as needed

### Internal Marketing Assets

- Coordinate creation of new and updated **digital** marketing asset for the organization
- Project Manage digital marketing material requests from staff members:
  - Collect all important details
  - Triage most important projects
  - Send drafts to applicable parties
  - Design small projects when needed

### Social Media

- Approve designs for social media post in partnership with vendor
- Stay active on social media platforms to increase engagement on our Friends of Hope Clinic and Hope Clinic pages (responding to comments, commenting on followers' posts, liking follower posts)

- Film/Coordinate the filming of Kailey's Corner or other CEO-lead video communications

### **Website Marketing**

- Review website consistently to update links, event info, and donation information
- Stay on top of SEO on our webpage and make changes as needed
  - Including staff changes and job postings
  - Coordinate new staff photos and invoices
- Write and publish 3 new blog posts every month

### **Vendor Management**

- Stay on top of trends in marketing based on competition (other similar clinics and organizations with different goals such as Plan C, Carafem, and Planned Parenthood)
- Meet regularly with digital marketing vendors to review reports and give feedback, adjust as needed
- Ensure cohesive branding across all vendor marketing and internal marketing

### **Meetings:**

- Regular check-ins with Development Director (30 minutes)
- Weekly Development Team L10 meeting (60 minutes)
- (optional) Monthly Continuing Education Trainings (60 minutes)
- Quarterly Staff retreats (usually on a Friday, 8:30-2:30)

### **Required Qualifications/Skills:**

- Copy writing and SEO experience preferred
- Google Analytics and other marketing data competency
- Strong organization skills and high attention to detail – numbers, spelling, grammar
- Bachelor's degree preferred
- Excellent written and verbal communication skills
- Willingness to take initiative and responsibility

### **AAP/EEO Statement:**

Hope Clinic for Women provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, sexual orientation, disability or genetics. In addition to federal law requirements, Hope Clinic for Women complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training. Hope Clinic for Women expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status.