



Marketing Coordinator Job Description

SUBJECT TO CHANGE

Classification: Nonexempt

Reports to: Chief Executive Officer (CEO) and Operations Manager (OM)

Date: November 14, 2024

JOB DESCRIPTION

Summary

Under the [direct] supervision of the CEO and working in conjunction with the Operations Manager, this position provides marketing coordination for the CEO, Operations Manager and SMPC staff related directly to donor development and client and community outreach, respectively, for Sarasota Medical Pregnancy Center. Duties include overseeing marketing plans, execution of tasks and coordination with marketing support, both internal and external. Also performs duties such as coordinating website design, video production, social media outreach, client newsletters, email communications and print media to constituents. Answers correspondence and maintains confidential information including donor and client data. Interacts with external callers, clients, Board members, volunteers and visitors. Plans, prioritizes and organizes diversified workload, and recommends changes in office practices or procedures.

Essential Functions

1. Generate and deliver messaging to the organization's audience segments of clients, donors/agencies and staff/volunteers with a focus on its mission and goals.
2. Coordinates the marketing strategy with the CEO and CM and creates a quarterly marketing calendar, to be mapped to the Center's fundraising plan and donor development calendar.
3. Meets weekly with the CEO and/or OM to review progress, evaluate resource needs, etc.
4. Schedules and organizes complex activities such as video production, website design and updates, social media messaging, print, client and donor marketing related emails and social media graphics and messaging and group text messaging.
5. Utilizes staff knowledge and reports of client successes and active donor stories to message to clients, donors and the community.
6. Assists CEO and OM on special projects by request.

7. Maintains proprietary and sensitive information with care and professionalism. Follows Center policies and procedures.
8. Notifies staff in advance and supports communications regarding video production needs or other marketing efforts that may involve them or clients.
9. Works independently and within a team on Center projects.
10. Oversee adherence to budgetary requirements for good fiscal office operations.

Competencies

1. Technical Capability: Basic computer operations, Microsoft Office Programs.
2. Personal effectiveness, credibility, integrity.
3. Detail oriented.
4. Excellent organizational skills.
5. Collaboration skills.
6. Communication proficiency.
7. Flexibility.
8. Self-motivated, dependable, accountable.

Supervisory Responsibility

This position has general supervisory responsibilities of marketing staff.

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands

This is largely a sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary.

Position Type and Expected Hours of Work

This is a 25 to 35 hour a week position. Days and hours of work are Monday through Friday, 9:00 a.m. to 5 p.m. Some overtime may be necessary, especially during fundraising season.

Travel

Travel for this position is minimal but may include travel to local meetings.

Required Education and Experience

1. Associate's degree.
2. Two years of marketing experience.
3. Professional and copywriting skills and experience.

Preferred Education and Experience

1. Bachelor's Degree.
2. Greater than two years of related experience.

Additional Eligibility Qualifications

1. Committed Christian who demonstrates personal relationship with Jesus Christ as Savior and Lord.
2. Exhibits strong commitment and dedication to the pro-life position.
3. Agree with, and be willing to uphold, the Statement of Principle, Statement of Faith, and policies of the Center.

AAP/EEO Statement

The Sarasota Medical Pregnancy Center is an Equal Opportunity Employer and does not discriminate in employment and employment-related activities with regard to race, color, sex, or national origin, age, disability, veteran or marital status.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.