

MARKETING & DEVELOPMENT ASSISTANT

BACKGROUND: New Life Family Services is a 501(c)3 organization whose mission is to honor the sanctity of human life by assisting clients in life-affirming decisions with the love and compassion of Christ. Join our passionate small staff at this time of rapid growth and support our marketing and development efforts as we work to change hearts, save lives, build families, and restore hope through pregnancy related services in Minnesota.

POSITION OBJECTIVES: This is a new position that will support our growing need in the areas of marketing, communications, and fundraising. This person will play a key role in creating and facilitating the production of print and web pieces that assist in telling the story of New Life and its programs to a variety of audiences through a variety of channels. This position will assist in all marketing and development tasks including branding, graphic design, internet and print marketing, social media, and donor/database management.

32-40 hour full-time position

REPORTS TO: Director of Marketing

POSITION REQUIREMENTS:

- Bachelor's Degree in Business, Communications, Marketing or related field.
- Graphic design skills including experience with Adobe Creative Suite.
- Proficient in Microsoft Office with experience in data entry, query, and general database use.
- High interest in multiple social media platforms and has the ability and interest to learn new technical skills.
- Strong administrative skills and excellent organizational skills required (ability to multitask and manage a number of concurrent projects and responsibilities.)
- Minimum of one year professional experience in communications, marketing, or graphic design, preferably in a non-profit setting.

DUTIES AND RESPONSIBILITIES:

MARKETING COMMUNICATIONS:

- Order and maintain marketing materials and stationary for all staff and offices including nametags, letterhead, envelopes, brochures, and business cards.
- Assist in the coordination of the timely production of print materials.
- Make updates to our websites as needed.
- Facilitate mailings, obtain mailing lists from our donor database, work with print vendors, manage bulk mail account, and track/analyze responses. Update team marketing calendars regularly and participate in regular team meetings.
- Develop, format, and send email marketing campaigns. Develop a quarterly e-newsletter via Constant Contact. Update and maintain email lists.
- Help produce and create all communication pieces for the organization including but not limited to brochures, newsletters, annual reports, appeal letters, website content, email marketing, social media, newspaper articles, and event materials.
- Maintain vendor relationships.
- Stay up-to-date on communication industry standards and trends.

CLIENT ADVERTISING:

- Assist the Director of Marketing with all advertising efforts for New Life and its programs First Care Pregnancy Center and Conquerors.
- Assist in the creation of ad copy and design.
- Provide support to our Outreach staff with the creation of materials needed for networking and speaking including PowerPoint presentations, posters, flyers, business cards, and promotional items.

DEVELOPMENT:

- Administratively support the Director of Development in development related activities for the organization.
- Learn the organization's donor database, retrieve data, run reports as requested, generate mailing lists, and analyze donor trends in giving.
- Assist in writing content as directed for various marketing & development pieces including donor thank you letters, website articles, newsletters, and mail major donor materials.

GENERAL:

OUTREACH:

Attend all New Life events.

Present at area churches on Sanctity of Human Life Sunday.

Represent New Life and its' programs through various fairs and booths throughout the year.

Attend additional outreach events at the direction of the Director of Marketing.

SELF-DEVELOPMENT:

Participate in appropriate workshops and training sessions. Send copies of certificates of attendance to supervisor to be included in personnel file.

VALUES/SKILLS:

Exhibit strong commitment and dedication to the sanctity of all human life.

Exhibit strong commitment and dedication to sexual purity.

Agree with and be willing to uphold Transform Minnesota's Statement of Faith, values, and policies.

Demonstrate strong interpersonal and administrative skills.

Exhibit ability to respect client and donor confidentiality through the safe-keeping of related information.