



COMMUNICATIONS COORDINATOR

The Communications Coordinator helps fulfill New Life Family Service's mission of assisting clients in life-affirming decisions with the love and compassion of Christ by supporting our growing need in the areas of marketing, and communications. This position plays 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. The ideal candidate will excel at both written and visual communication.

REPORTS TO

VP of Advancement

POSITION RESPONSIBILITIES

- **CONTENT DEVELOPMENT:** Work with VP of Advancement and Marketing and Development teams to implement a communications strategy designed to further organizational objectives. To include writing and editing of content in support of program marketing and development efforts including newsletters (digital and print), blogs, client materials, website copy, brochures, presentations, and social media.
- **GRAPHIC DESIGN:** Assist VP of Advancement and Marketing team in producing clear and aesthetically pleasing layout and design options for print and digital projects including websites, brochures, newsletters, and client materials with a focus on program areas.
- **MARKETING SUPPORT:** Work in collaboration with Digital Marketing Coordinator and Print Marketing Coordinator to cross train on graphic and digital design components related to print projects, social media, web updates, and email marketing efforts. Serve as backup for each with a focus on program promotion.
- **METRICS:** Work with the VP of Advancement to develop and maintain meaningful metrics to track efficacy of program marketing efforts, campaigns, and strategies. Stay up to date on industry trends and make recommendations for adjustments to communications strategies and practices.

POSITION QUALIFICATIONS

- Bachelor's Degree in Business, Communications, English, Marketing or relevant experience
- Strong writing skills, detail-oriented nature and ability to proofread
- A high level of creativity and the ability to think analytically and work independently as a part of a team
- Graphic design skills including experience with Adobe Creative Suite
- Proficiency with Microsoft Office
- High interest in multiple social media platforms and the ability and interest to learn new technical skills
- Strong administrative skills and excellent organizational skills
- Ability to multitask and manage concurrent projects and responsibilities
- Minimum of one-year professional experience in communications, marketing, or graphic design, preferably in a non-profit setting

PREFERRED QUALIFICATIONS

- Experience developing content for web, print and socials, preferably for a nonprofit
- Experience with Constant Contact (or similar email platform) and WordPress
- Familiarity with Google AdWords and Google Analytics



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 as requested. Attend additional outreach events at the direction of the VP of Advancement.

SELF-DEVELOPMENT

Participate in appropriate workshops and training sessions and ensure continuing education requirements are met.

CORE VALUES/COMMITMENTS

- Demonstrated faith in Jesus Christ
- Agrees with and adheres to Transform Minnesota Statement of Faith, Core Values, and Code of Conduct
- Exhibit strong commitment and dedication to the sanctity of all human life
- Exhibit strong commitment and dedication to sexual purity
- Attend weekly staff and prayer meetings
- Be able to express a clear understanding of the inner workings of a pregnancy care center
- Demonstrate strong interpersonal and administrative skills
- Exhibit strong organizational skills and the ability to manage multiple responsibilities at once
- Exhibit ability to respect client and donor confidentiality through the safe-keeping of related information

APPROVED BY: _____

DATE APPROVED: _____

REVIEWED BY: _____