



## MARKETING AND COMMUNICATIONS COORDINATOR

The Marketing & Communications Coordinator helps fulfill New Life Family Services' mission of assisting clients in life-affirming decisions with the love and compassion of Christ by supporting strategic communication and marketing initiatives across all platforms. This position works closely with the Digital Marketing Coordinator and plays a key role in content creation, storytelling, and messaging that reflect the heart of our ministry. From writing and editing to filming and strategizing, this proactive team member helps ensure our voice is consistent, compelling, and Christ-centered.

**HOURS:** Full-time, 40 hours/week

**PAY RATE:** \$21.00/hour

**BENEFITS:** Medical, Dental, HSA, Life Insurance, Long-Term Disability, 403b Retirement Account, Short-Term Disability, Accident Insurance, Paid Time Off and Holiday Pay

### REPORTS TO

Marketing Manager

### POSITION RESPONSIBILITIES

- **CONTENT CREATION & STORYTELLING:** Write and edit content for print and digital use, including newsletters, social media posts, client stories, email campaigns, brochures, and annual reports. Film and produce short-form videos (e.g., Reels, TikToks) to capture the stories and mission of all New Life programs onsite at our First Care locations.
- **SOCIAL MEDIA STRATEGY & COLLABORATION:** Collaborate with the Digital Marketing Coordinator to develop and implement social media strategies that engage and grow key audiences. Contribute to the content calendar, brainstorm campaign ideas, and align messaging with organizational goals.
- **COMMUNICATIONS SUPPORT:** Assist in drafting content for internal and external audiences including donor communications, fundraising appeals, event materials, and talking points. Ensure consistency in tone and brand across all marketing and communications channels.
- **PROJECT COORDINATION:** Support the planning and promotion of events and campaigns. Work cross-departmentally with programs, development, and leadership to coordinate marketing deliverables. Assist with copywriting for websites, presentations, and printed collateral.
- **BRAND ADVOCACY:** Ensure all materials are aligned with New Life's visual and messaging standards. Maintain an understanding of audience needs and reflect the organization's voice across all platforms.

### POSITION QUALIFICATIONS

- Bachelor's Degree in Marketing, Journalism, or related field preferred.
- Minimum of two years professional experience in marketing, communications, or related role, preferably in a non-profit setting.
- Strong writing, editing, and storytelling skills with attention to tone and accuracy
- Comfortable filming and editing short-form video for social media (experience with phone-based editing tools is a plus).
- Knowledge of social media platforms, trends, and content strategy.
- Highly organized and able to manage multiple projects with competing deadlines.
- Creative thinker with a collaborative, team-oriented mindset.
- Familiarity with Canva, Adobe Creative Suite, and Constant Contact is a plus.
- Passion for New Life's mission and the ability to share it compellingly with diverse audiences.



### **OUTREACH**

Attend all New Life events and assist with event promotion through video, social, and written content. Represent New Life through church presentations, booths, and community outreach as needed.

### **SELF-DEVELOPMENT**

Participate in professional development, workshops, and training opportunities to grow in marketing and communications skillsets.

### **CORE VALUES/COMMITMENTS**

- Demonstrated faith in Jesus Christ.
- Agrees with and adheres to Transform Minnesota's Statement of Faith, Core Values, and Code of Conduct.
- Strong commitment to the sanctity of all human life.
- Commitment to sexual purity.
- Attendance at weekly staff and prayer meetings.
- Understanding of the mission and function of a pregnancy care center.
- Demonstrated interpersonal, administrative, and organizational skills.
- Ability to manage sensitive information with integrity and confidentiality.

### **DIRECT REPORTS**

None

APPROVED BY: \_\_\_\_\_



DATE APPROVED: \_\_\_\_\_

REVIEWED BY: \_\_\_\_\_