



Job Description

Position: Marketing Coordinator
Division: Administration
Supervisor: Development Director
Category: 24-28 hours (Hourly)

Description: The Marketing Coordinator for the Fort Worth Pregnancy Center will assist in client and donor marketing, donor relations, and events.

Requirements: The Fort Worth Pregnancy Center is a pro-life, Christian organization. Employees must agree to uphold the Statement of Faith and policies of the Center.

Qualifications:

- The ideal candidate will have 1-3 years of marketing experience
- Be a strong servant-leader, a self-starter, and highly organized
- Have excellent verbal and written communication skills
- The candidate must manage details well and maintain a positive attitude.
- Must be competent in Word and Excel; training will be provided on CRM Platform
- Experience in Canva is a plus
- Must be able to manage confidential information with integrity

Marketing

- Assist with client marketing; coordinate with team/agency for online content, paid advertising, and social media
- Assist the development of donor marketing content across all channels including email, web, social, and print
- Help identify client and partner stories to promote

Donor Relations

- Review incoming donations in CRM for follow-up action
- Research potential gifts for donors
- Assist with planning and execution of donor events
- Assist with donor data entry, analysis, segmentation, list creation, and communication automation
- Provide regular donation reports for DD and CEO

**Other Functions:**

- Research new grant opportunities and assist with grant submissions as directed by DD
- Attend Community fairs, church mission fairs, etc., serving as a liaison for the Center to the community as needed
- Assist in coordinating activities of volunteer groups (church workdays, cleanups, etc.)
- Assist OM and DD with the preparation of regular reports to Board of Directors, national affiliates (NIFLA, Care Net, etc.) and local churches and organizations that provide support

Care of Clients

- Counsel clients who request spiritual support as needed throughout the week

Staff Relations

- Assist Office Manager and Development Director as needed
- Encourage harmony and unity within the staff and volunteers
- Participate in prayer time with staff and staff meetings