



## Job Description

**Position:** Client Communications Coordinator

**Division:** Client Marketing

**Supervisor:** Development Director

**Employment Status:** 36 hrs. Hourly – non-exempt

**Hours Per Week:** Monday – Thursday 8:30 – 5:00, Fridays, 9:00 – 1:00

---

**Description:** The Client Communications Coordinator (CCC) for Fort Worth Pregnancy Center will serve as the primary communication point for client leads and for managing conversions of leads into appointments. The CCC will receive and respond to phone calls from clients seeking services with the goal of scheduling their appointments. The CCC will monitor and manage all leads communications on the 24/7 nurse chat line to ensure protocols are being followed and to take over or respond to text conversations when appropriate. The CCC is responsible for all external client communication and marketing.

**Requirements:** Must be a committed Christian who demonstrates a personal relationship with Jesus Christ as Savior and Lord. Must exhibit a strong commitment and dedication to the pro-life position and sexual purity. Must agree with and be willing to uphold the Statement of Faith and policies of the Center. Must be bilingual in Spanish/English.

**Qualifications:** The ideal candidate will have strong communication and customer service skills. Training and experience in marketing, communications or a related field. Strong servant leader, self-starter, and highly organized, with excellent verbal and writing skills in English and Spanish. Must manage details well, maintain a positive attitude, and reach out to clients and their families with kindness and efficiency. Must be competent in Microsoft 365 Suite; training will be provided on client database and center software.

### Client Communication and Scheduling

- Primary person to answer telephones and schedule appointments according to best practices concerning clients and those considering abortion.
- Primary person to manage and respond to online messaging systems. Monitor text/email channels and alert staff to respond as needed. Manage content of client scripts.
- Update daily communication data for client leads with appointments booked.
- Monitor all communications on 24/ nurse chat line. Communicate with nurse manager of chat line when protocols need following, or issues arise. Update scripts as needed.
- Update and communicate daily schedules. Promptly log new appointments on the schedule.
- Responsible for sending appointment reminders daily via text and phone calls.
- Participate in advocacy training and provide client appointments as needed.
- Prepare and analyze reports showing results on leads follow up and scheduling.
- Confirm appropriate charting and record keeping of client communication.

**Marketing**

- Primary point of contact with contracted marketing agency.
- Review client digital marketing including website content, social media, blog posts.
- Track leads and conversions. Prepare and analyze reports.
- Review and update client collateral, including lobby content.

**Public Relations**

- Refer all media inquiries to the CEO.
- Assist in the gathering of data for monthly reports to the Board of Directors, national affiliates (NIFLA, Care Net, etc.), and local churches and organizations that provide support.

**Staff Relations**

- Collaborate with the client services team to provide excellent service and care for clients.
- Assist the Client Services Director as needed.
- Participate in the annual evaluation process, including the setting of goals and self-assessment.
- Encourage harmony and unity between the staff and volunteers; participate in staff meetings.
- Cover everything in prayer.