



Job Description

Marketing & Fundraising Manager

General Summary and Objectives:

The Marketing & Fundraising Manager is a critical position for Pathway to Hope and instrumental in effectively reaching the clients that need to know about Pathway's services, as well as the Butler County communities that provide financial support, volunteer help, and supplies for our expectant parents. This position works as part of a team, supporting the Executive Director and the Development & Outreach Director to maintain the marketing efforts and strategy for reaching donors and clients; and involves designing, creating, printing, publishing, and distributing all forms of materials and communication to support fundraising and development. In all related activities, the Marketing & Fundraising Manager represents Pathway's pro-life mission, vision, and core values to individual donors, corporations, churches, and related organizations.

- **Reports to:** Development & Outreach Director
- **Supervises:** Event Volunteers
- **Status:** Part-Time/Non-exempt; Background check before hire
- **Anticipated hours:** 20-24 hours a week/non-remote (Days and hours of work will be determined upon hire.) May require some evenings and weekends, especially during fundraising seasons.
- **Travel** Travel for this position is minimal, but will include travel to local outreach meetings and setting up for community and fundraising events.

Requirements

- Five years of professional experience overall, with a minimum of three years of marketing experience, including graphic design work.
- Solid educational background including an undergraduate degree in a related field.
- Abilities in project management, graphic design, web, and social media marketing.
- Non-profit and event planning experience is preferred but not required.

Qualifications:

- Be a committed Christian who demonstrates a personal relationship with Jesus Christ as Lord and Savior.
- Exhibit a strong commitment and dedication to the pro-life position.
- Agree with the Center's statement of faith, mission statement, and code of Christian conduct.
- Willing to complete training (including CareNet modules) and orientation.
- Express a desire to reach at-risk clients considering abortion.
- Believe in the sanctity of all human life from the moment of conception through natural death.
- Passionate about Pathway to Hope's mission and able to promote and communicate the mission, values and goals to external and internal stakeholders.

- Exhibit ability to respect client and donor confidentiality through the safe keeping of related information.
- Demonstrate strong interpersonal and administrative skills.
- Exhibit strong organizational skills and the ability to manage multiple responsibilities at once.
- Strong communicator and excellent writing/editing skills.
- Can point to tangible examples of marketing ROI evaluation.
- Demonstrates integrity and strives for excellence in her/his work.
- Proficient in Microsoft and Outlook based software, Constant Contact/Mail Chimp, and Adobe Suite (InDesign, Illustrator, Photoshop), Canva, eKyros (donor data management).

Job Duties and Responsibilities

OVERSIGHT:

- Manage Pathway to Hope's brand and ensure articulation of the desired image and position of the organization and its programs.
- Implement and lead a continuous quality improvement process with our marketing and communications efforts, focusing on brand recognition and consistency.
- Promote regular and ongoing opportunities for staff and constituents to give feedback on marketing/advertising efforts as well as developing systems analysis.
- Develop and recommend an annual master communication plan in conjunction with the Development & Outreach Director.

GRAPHIC DESIGN & COMMUNICATIONS:

- Working in conjunction with the ED and DOD, coordinate and draft content development, design, and production for all brochures, fliers, mailings (i.e., year-end statement), newsletters, donor correspondence (i.e., monthly donor letters, Annual Report), appeals (i.e., End-of-Year Campaign), online giving, website updates (i.e., job postings), and social media.
- Working in conjunction with DOD, develop a quarterly marketing calendar, to be mapped to the Center's fundraising plan and donor development calendar.
- Create content for social media postings
- Provide reports to Development & Outreach Director for social media/marketing performance.
- Oversee vendor relationships with printers, designers, videographers, manage bulk mail account, and track/analyze responses.
- Ensure that all marketing, advertising and communication pieces are accurate and truthful, and fit within the mission and values of Pathway to Hope and its affiliates.
- Work collaboratively with other department directors to develop marketing plans and print production for each program area.
- Stay up to date on communication industry (pregnancy center industry) standards and trends.
- Oversee the process for marketing materials and stationery for all staff and offices including nametags, letterhead, envelopes, brochures, and business cards.

CLIENT/DONOR ADVERTISING:

- Assist in implementing the annual strategic plan for marketing and communications, including but not limited to online ads, billboards, press releases, social media, website, blog, email marketing, and other beneficial avenues of promoting Pathway to Hope.
- Manage advertising efforts with Choose Life Marketing.
- Attend monthly reporting calls, monitor client statistics and trends and review marketing efforts in conjunction with the Executive Director and Development & Outreach Director.

MANAGEMENT:

- Working in conjunction with the Client Services Director, select volunteers for fundraising events (Banquet and Father Services Dinner).

- Assist in coordinating the work of development volunteers at events by providing training and supervision.

OUTREACH:

- Attend all Pathway to Hope events, including outreach events under the direction of the Development & Outreach Director.
- Collaborate with DOD and ED in outreach efforts to churches, local businesses, and donor meetups.

FUNDRAISING:

- Support Development & Outreach Director and Executive Director with planning and execution of Pathway’s annual fundraising events (Father Services Dinner, Banquet, End-of-Year Campaign).
- Serve as liaison for all fundraising committees.
- Oversee event logistics from ordering supplies to storing supplies at the end of event.
- Collaborate with Development & Outreach Director and Executive Director on the annual fundraising plan.
- Maintain and update the donations page on Pathway to Hope’s website and social media, including updating annual business sponsorships.
- Produce and edit video as needed.
- Produce and distribute fundraising special event marketing materials.

ADMINISTRATIVE:

- Organize all content for presentations, videos, printed materials, web, and social media messaging as requested by the Development & Outreach Director or Executive Director.
- Ensure donor database (eKyros) is up to date, including change of addresses, deceased donors, and contact information for churches and businesses.
- Working with the Accounting Administrator, process fundraising donations (as needed) or when Accounting Administrator is unavailable (includes but not limited to year-end reports).
- Order all supplies for the Development Department.
- Maintain Center’s copier/printer, including but not limited to ordering printer ink.

SELF-DEVELOPMENT:

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

Assists Executive Director and Development & Outreach Director on special projects by request.

Upon hire, the employee will receive a copy of this complete job description.

I understand, affirm, and subscribe to the requirements, responsibilities, and duties of this job.

Staff _____ Date _____
 (Signature)
 Director _____ Date _____
 Title _____
 (Signature)