



3700 Galley Rd. Colorado Springs, CO 80909 www.elifenetwork.com

Life Network exists to cultivate a community that values life through the love of Christ

Marketing and Communications Manager

The marketing and communications manager ensures Life Network is using its communication and other digital assets to effectively reach a growing number of both donors and clients to support its mission to value life and transform lives.

This position reports to the Director of Advancement and Operations and works in conjunction with the President to assist growing ministry awareness and deeper engagement with donors –and the community – using its websites, social media, and other digital and offline tools.

This role is also vital in reaching young people in mediums and with messaging relevant to them – and helps maximize awareness and engagement with the Colorado Springs Pregnancy Center, including its resources for those facing unexpected pregnancies, becoming first-time parents, and providing hope to those who have experienced abortion. This is a full time 32 to 40 hour/week position.

RESPONSIBILITIES:

- Shepherd and drive the organization's digital strategy for reaching both supporters – and clients – including its websites, social media, email
- Maintain and grow the impact of the organization's flagship website www.elifenetwork.com, all its programs it offers, as well as optimizing donor activity on the site
- Manage and expand the impact of the client site for the pregnancy center – www.cspregnancy.com – and ensuring opportunities to engage new clients and improve the site's stickiness are maximized
- Understand and use analytics of websites, emails and social sites to refine and improve impact across its digital assets
- Keep the organization relevant through innovative and powerful digital approaches such as online paid ads, social media, email, geo-targeting, proactive tools for cultivating client reviews, online video, etc.
- Provide writing support to Director of Advancement and President across its ongoing communications
- Collaborate with Director of Advancement to manage and grow Partners for Life monthly supporters
- Partner with Events team to support strategy and communications for organization's key events
- Make basic edits and updates to websites

- Collaborate with graphic designer, external agencies and other contracted support to develop marketing assets and materials
- Work within department budgets and help support larger organizational goals.
- Manage related project calendars.
- Performs other duties as assigned by Director of Advancement.
- Participation by all staff is required at Life Network's major events.

QUALIFICATIONS:

- Strong advocate for sanctity of life issues.
- Possesses Christian testimony with evidence of Christian maturity in personal and professional life.
- Active commitment in a local church.
- A passion for the ministry accomplished through Life Network and a heart for reaching the lost of our community/world with the Gospel.
- At least 3-5 years of marketing/digital marketing experience.
Bachelor's degree in Communications/ Marketing preferred
- Thorough understanding and demonstrated ability to maximize digital tools – and an ability to manage web pages in Wordpress.
- Ability to do basic video editing for digital use a plus
- Exceptional interpersonal, organizational and communication skills, both oral and written, with a high degree of professionalism and maturity.
- Ability to work well with others under tight deadlines, manage details, and maintain high quality standards.
- Strong computer skills in a variety of software including office, fundraising and design applications. Experience with website maintenance and design.
- Demonstrated qualities of initiative, organization, teamwork and goal-orientation.
- Ability and willingness to be flexible and adaptable in unpredictable situations.
- Ability to manage multiple tasks and priorities.
- Willing to use personal vehicle that meets Colorado safety standards, as well as maintain a valid Colorado Driver's License, car registration, and car insurance to meet travel requirements of the job.
- Able to occasionally lift 20 – 30 lbs. of presentation/event materials.

CONTACT INFORMATION

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