

PCOM PREGNANCY CENTER OF MEADVILLE

657 Pine Street
Meadville, PA 16335

814-333-6567

Affirming that life is a gift from God.
pcom41@windstream.net

MARKETING DIRECTOR POSITION DESCRIPTION

Objectives of the position: As an ambassador of Jesus Christ, the Marketing Director provides development and implementation of marketing strategies to increase awareness and engagement of PCOM's client services as well as securing funding through grants. This position requires a strong understanding of marketing, with a focus on reaching the target audience of PCOM.

Reports to: The Executive Director

Status: [Exempt / Non-Exempt], Part-time

Minimum Qualifications:

- Be a committed Christian who demonstrates a personal relationship with Jesus Christ as Savior and Lord
- Exhibit strong commitment and dedication to pro-life position and sexual purity
- Agree with and be willing to uphold the Commitment of Care and Competence, Core Values, Statement of Faith, and policies of the center
- Have a bachelor's or master's degree, preferably in a helping field, or related experience equivalent
- Have one year of experience as a volunteer in some ministry capacity
- Have two years of experience in a helping profession in a position requiring management experience or equivalent
- Exhibit skill in interpersonal communication, public speaking, and problem-solving
- Be able to provide spiritual leadership, discipleship, and support to the volunteers
- Be able to carry out responsibilities with little or no supervision

Preferred Qualifications:

- Bachelor's degree in Marketing, Communications, OR a related field.
- 2-year related diploma, or a minimum of 2 years' experience in a related job including (but not limited to) pregnancy care center, communications, social work, or office management.
- Exhibits skills in interpersonal communication, public speaking, and problem solving.
- 18+ years of age
- Proven ability to develop and implement successful marketing strategies.
- Strong understanding of social media and digital marketing best practices.
- Experience with fundraising and development activities is a plus.
- Ability to work independently and as part of a team.
- Strong organizational and time management skills.
- Commitment to the PCOM's mission and values.
- Knowledge of the local community and its needs.

PCOM PREGNANCY CENTER OF MEADVILLE

657 Pine Street
Meadville, PA 16335

814-333-6567

Affirming that life is a gift from God.
pcom41@windstream.net

Essential Functions:

- Develop and implement a comprehensive marketing plan that aligns with the PCOM's mission and Vision Statement.
- Set marketing goals, identifying target audiences, and creating marketing campaigns to reach the client.
- Create engaging content and manage online platforms to promote the center's services.
- Develop and implement community outreach programs to increase awareness of the center's services.
- Build and maintain relationships with local media outlets and community organizations.
- Maintain the highest standards of ethical conduct in all marketing activities.
- Collaborate with the Client Services Director and the Executive Director to ensure effective marketing and outreach efforts
- Collaborate with the Executive Director to research, write, and submit grant proposals for funding from private, public, and corporate foundations.
- Provide peer counseling and services for clients/patients during client/patient appointments.

Public Relations:

- Participate in fundraising or promotional events, as requested by Executive Director
- Participate in client programs, as requested by Executive Director
- Participate in meetings of the Board of Directors, as requested by Executive Director

PCOM PREGNANCY CENTER OF MEADVILLE

657 Pine Street
Meadville, PA 16335

814-333-6567

Affirming that life is a gift from God.
pcom41@windstream.net

Last Modified: April 17, 2025

Prepared By: Kendra Durfee, Director

Approved By: Scott McKinney, Board President &/or Stephen Sullivan Board Vice President

Employee Acknowledgement:

I have read and understand the Position Description for the position I hold at the Pregnancy Center of Meadville (PCOM). A copy of the Position Description has been given to me for my records. I acknowledge, understand and agree that:

1. It is to inform and assist me in the performance of my duties at PCOM.
2. It does not constitute an employment contract with PCOM.
3. It does not confer any rights for any employee.
4. It is subject to change at any time without prior notice.
5. It is the property of PCOM.

I understand and agree that my employment with PCOM is “at will” and may be terminated at any time, with or without cause, for any or no reason, and with or without prior notice.

Signature: _____ **Date:** _____

Original: Employee's Personnel File

Copy: To Employee

Copy: Position Descriptions File

PCOM PREGNANCY CENTER OF MEADVILLE

657 Pine Street
Meadville, PA 16335

814-333-6567

Affirming that life is a gift from God.
pcom41@windstream.net

Marketing Director Pledge

Recognizing that the Pregnancy Center of Meadville is a Christian ministry, I openly acknowledge my personal faith in Jesus Christ as my Lord and Savior. I have read the Statement of Faith and am in complete agreement with all statements in it.

I believe in the sanctity in human life as taught in the Bible and, therefore, reject abortion as an acceptable option for any woman facing a crisis pregnancy, except to save the life of the mother in some cases (e.g. tubal pregnancy).

I believe in abstinence outside of marriage and in the sanctity of marriage between a man and a woman as taught in the Bible. Therefore, I commit to a lifestyle of sexual integrity and sexual purity.

I agree to be faithful in church attendance and participation, as a member of the body of Christ.

I accept the responsibility to act as an advocate on behalf of women; to give accurate information, and spiritual guidance. I will keep all information on PCOM clients and financial donors in the strictest confidence, in accordance with PCOM policies. I will consistently uphold PCOM policies relating to confidentiality, even after I no longer serve on staff at PCOM.

Understanding the vital role a Marketing Director plays in the work of PCOM, I commit myself to serve faithfully.

I have read, understand and agree with the PCOM Statements and will at all times uphold it, as well as all policies and procedures established by the Board of Directors and Director.

Signature _____ Date _____

PCOM PREGNANCY CENTER OF MEADVILLE

657 Pine Street
Meadville, PA 16335

814-333-6567

Affirming that life is a gift from God.
pcom41@windstream.net

PCOM Guidelines for Monthly/Yearly Procedures Marketing Director

- 1) Join with Executive Director (ED) in making prayer an integral part of the day-to-day operations of PCOM.
- 2) Ensure the reception area, classrooms, and restroom are clean and neat and have necessary supplies.
- 3) Direct Client Care – Perform Advocate duties
 - a. Perform self-administered pregnancy test procedures with clients in the absence of nursing staff.
 - b. Perform peer counseling and other services provided for clients in the absence of Volunteer Client Advocates.
- 4) Formulate and execute marketing plans to increase awareness of PCOM, our services, and programs.
- 5) Manage digital marketing efforts, including website updates, social media, and online advertising.
- 6) Track campaign results and make adjustments as needed.
- 7) Develop and implement brochures and flyers
- 8) Research and Identify Funding Sources: Find relevant foundations, government agencies, and other potential grantors.
- 9) Development and Write Grant Proposals: Collaborate with ED and board members to develop compelling narratives and proposals.
- 10) Manage Grant Cycles: Track deadlines, prepare materials, and ensure timely submissions.
- 11) Participate in and help with all fundraisers.
- 12) Participate in and help with health fairs, conferences, and other speaking or tabling activities.
- 13) Attend PCOM Board of Directors monthly meetings.