

The Opportunity

Welcome! We are glad you are considering joining the team at the Pregnancy Center of Meadville (PCOM).

The **Marketing Director** at PCOM is more than a professional role. It is a ministry calling. As an ambassador of Jesus Christ, you will shape the strategies that connect women and families with our life-affirming services. You will also secure critical funding through grant development to keep those services free.

If you are a strategic marketer with a heart for ministry, read below to learn more about our mission, expectations, and how to apply.

The Mission & Core Objectives

Your work will directly support the mission and vision of PCOM through three primary pillars:

- **Client Outreach:** Create and execute marketing campaigns to reach our target audience and increase client engagement.
 - **Funding & Grants:** Partner with the Executive Director to research, write, and submit grant proposals to foundations.
 - **Direct Ministry:** Provide hands-on peer counseling and support to clients during their appointments.
-

Position Logistics & Culture

- **Status:** Part-time [Exempt / Non-Exempt]
 - **Reports To:** Executive Director
 - **Collaboration:** Partner daily with the Executive Director and Client Services Director to align outreach with operational capacity.
-

Are You the Right Fit?

Spiritual Alignment & Core Values

Because we operate as a ministry, our team members must share a unified spiritual foundation.

- **Faith:** A committed Christian with a personal relationship with Jesus Christ as Savior and Lord.
- **Pillars:** Deep dedication to the pro-life position and biblical sexual purity.

- **Integrity:** Complete agreement with PCOM's Core Values, Statement of Faith, and the Commitment of Care and Competence.
- **Leadership:** Ability to provide spiritual leadership, discipleship, and support to our volunteers.

Qualifications & Experience

- **Education:** Bachelor's degree (preferably in Marketing, Communications, or a helping field), or equivalent experience.
- **Ministry:** At least one year of volunteer experience in a ministry capacity.
- **Management:** Two years of experience in a helping profession requiring management or office leadership.
- **Age:** Must be 18 years of age or older.

Technical & Professional Skills

- **Strategy:** Proven ability to build and run successful marketing campaigns.
 - **Digital:** Strong understanding of social media management and digital marketing best practices.
 - **Communication:** Exceptional skills in public speaking, interpersonal communication, and professional grant writing.
 - **Autonomy:** A self-starter who manages time well and executes plans with little to no supervision.
 - **Community:** Deep knowledge of the local Meadville community and its specific demographic needs.
-

Essential Functions

As the Marketing Director, your weekly routine will blend strategic planning, community networking, and direct ministry work.

Marketing & Content Creation

- Build a comprehensive marketing plan that aligns with PCOM's Vision Statement.
- Design engaging digital content and manage all online platforms.
- Set clear campaign goals and identify specific target audiences.

Public Relations & Community Engagement

- Build and maintain reliable relationships with local media outlets and organizations.
- Develop community outreach programs to build broad awareness of our free services.
- Represent PCOM at key fundraising events, promotional activities, or Board of Directors meetings as requested.

Development & Client Care

- Research, write, and submit grant proposals to private, public, and corporate foundations.

- Step into the clinic space to provide compassionate peer counseling directly to clients during their appointments.

How to Apply

Interested candidates who feel called to this ministry are invited to submit their application materials electronically.

- **Required Documents:** Please submit a comprehensive **resume** along with a detailed **cover letter** outlining your leadership philosophy, ministry alignment, and relevant experience.
- **Submission Email:** Send all application materials to **pcom41@windstream.net**
- **Subject Line:** Please use the subject line *“Executive Director Application – [Your Last Name]”*.

All inquiries, applications, and nominations will be kept strictly confidential.