

Agape Adoptions  
15605 Main Street E.  
Sumner WA 98390  
253-987-5804

## **JOB DESCRIPTION**

Title: Marketing and Communications Manager  
Reports to: Executive Director

The Marketing and Communications Manager develops, implements and maintains marketing and communications plans to advance strategic organization goals and support Agape Adoptions' mission of finding permanent, loving families for waiting children. This position also holds communication responsibilities for donor development and fundraising campaigns. The Manager performs this mission critical work with the highest ethical standards, adhering to industry best practices and child welfare guidelines. Due to the nature of this work, the incumbent is aware of and must adhere to agency and program confidentiality policy at all times.

### **Responsibilities:**

- Direct the marketing, brand management, and advertising strategy for Agape Adoptions to advance organizational goals and execute mission
- Oversee multiple communication channels and advertising to increase brand awareness, engage with prospective families, and support child advocacy efforts. This includes, but is not limited to: Agape website, social media channels, print, third party advertising, digital search, collaborations with industry partners, and related advocacy organizations.
- Work with the Executive Director to assess and improve upon client communications as needed
- Develop and maintain a base of referral families who will act as brand ambassadors for Agape Adoptions
- Direct end of year giving campaign
- Work with Executive Director and Board to cultivate a broader donor base, deeper donor relationships and increase total annual donations.
- Develop and implement communication strategy for fundraising events and campaigns

### **Qualifications:**

- Must have a solid desire and deep commitment to help waiting children find loving families, health and hope through the efforts of our agency
- Demonstrated ability to deliver results against organizational goals
- Expertise in written and visual public communication in a variety of formats
- Proficient in social media, general computer skills, and basic graphic design with ability to successfully manage outsourced projects
- Strong organizational and project management skills
- Experience developing and managing department budget and reporting
- Self starter and ability to work independently
- Proven character integrity and sound work ethic
- Detail oriented, innovative, articulate, motivated, reliable, team player, and resourceful
- Minimum two years relevant experience, preferred with a non-profit organization
- Minimum of Bachelor's Degree in Marketing, Communication or other relevant field