



# *the* PREGNANCY CENTRE

- MARKETING & COMMUNICATIONS DIRECTOR | Role Description -

## OBJECTIVES OF POSITION:

The Marketing & Communications Director will be responsible for The Pregnancy Centre's (TPC) core communications and visual brand and for growing the positive profile of The Pregnancy Centre online and in the community.

## KEY RESPONSIBILITIES:

- Develop, implement, and evaluate communications strategies with defined objectives, audiences, and timetables
- Manage social media channels and analyze metrics to support engagement and awareness of TPC
- Write, edit, and compile electronic newsletters
- Post content and maintain overall structure of TPC's website
- Prepare high-quality and engaging communication materials in print and online for a variety of external stakeholders including clients, churches, and donors
- Collaboration with TPC staff team on projects, posts, and printed materials
- Engage video, photography, and print media to effectively communicate with a wide audience.
- Plan and prepare engaging graphic design to meet marketing needs
- Support fundraising initiatives by providing materials in print, on website, and through digital/social media

## QUALIFICATIONS AND CORE COMPETENCIES:

- Post-Secondary degree/diploma in Communications, Marketing, or related field
- Superior writing and editing skills
- Superior verbal and web communication skills
- Proficient in the use of relevant PC applications, including Microsoft Suite and Adobe Illustrator
- Ability to multi-task, prioritize, and meet deadlines
- A high level of attention to detail and creativity
- Able to provide leadership and take initiative
- Demonstrated understanding of non-profit organizations through work or volunteer experience
- Demonstrated aptitude for working as part of a collaborative, creative team
- Crossover skills in design and digital communication are an asset
- Excellent working knowledge of WordPress



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## PERSONAL VALUES:

- Ability to work effectively with people of various abilities, life situations & cultural backgrounds
- Trustworthy, respecting sensitive issues, and ensuring confidentiality of client information
- Demonstrates empathy and has passion for supporting people and families
- A self-directed learner who seeks out opportunities to improve their skills and the contribution they make to TPC's success
- Agrees with and upholds *The Pregnancy Centre's* Core Documents & Policies
- A team player who has a desire to contribute to the overall effectiveness of TPC, its programs, staff, volunteers, and community partners in fulfilling our mission

**Hours:** Part-time, 20 hours/week

**Remuneration:** TBD

**Accountability:** reports to the Executive Director

Please submit a resume and cover letter explaining why you are a great fit for this position. Only those applicants selected for an interview will be contacted.

Application Deadline: December 31, 2020

To apply, please email [jenn@pregnancycentre.ca](mailto:jenn@pregnancycentre.ca)

*Accessibility accommodation is available upon request.*

*The Pregnancy Centre is committed to the protection of children - all offers of employment will be conditional upon the successful completion of reference checks and a Police background check.*