



Job Title: Marketing and Administrative Manager

Reports to: Executive Director

DUTIES AND RESPONSIBILITIES –

1. Manage the center calendar (non-patient related)
2. Schedule and supervise center tours
3. Coordinate and manage fundraising banquets
4. Coordinate and manage other fundraising efforts (i.e., baby bottle, Open House, Fun Runs, private desserts, etc)
5. Assist Executive Director in writing grants and providing grant use status to grantors.
6. Coordinate and manage bulk donor communications (i.e., appeal letters, Annual Reports, Donor receipts, eNews)
7. Coordinate and manage publicity photo shoots and videos of new moms helped by the center.
8. Manage standard donor thank you process
9. Work with Executive Director on website maintenance and modifications
10. Manage all social media for center
11. Work with Executive Director on creating and executing marketing programs directed at increasing patient base and increasing number of donors
12. Design and/or order collateral materials (i.e., brochures, business cards, name tags, newsletters, prayer cards, stationary, thank you notes, etc.)
13. Manage Text-to-Pray at least once a week.
14. Coordinate and manage Field marketing ideas (table tops in diners, menus, etc.)
15. Work with Office Manager on maintenance of donor database (i.e., WayCool and direct mail)

ADMINISTRATION –

1. Oversee facility
2. Donor database (with Office Manager)
3. Technology Needs
4. Church relations
5. Assist in developing and maintaining Risk Management policies and procedures for the center

HUMAN RESOURCES –

1. Maintain employee and volunteer files
2. Manage all employee and volunteer paperwork

QUALIFICATIONS –

1. Passion for the mission of RWC
2. BA is required
3. Marketing experience is a plus, non-profit experience desired
4. Excellent writing skills
5. Desktop publishing experience
6. Social media management experience
7. A proven ability to automate paper systems
8. Demonstrated excellence in organizational, managerial and communication skills
9. Sign and agree to the RWC Statement of Faith