



JOB DESCRIPTION

Position Title: Communications Coordinator

Qualifications:

- 1) Has a committed and growing relationship with the Lord.
- 2) Expresses full agreement with Clarity's Statement of Faith, Mission and Vision Statements, and Core Values.
- 3) Maintains consistent life-affirming philosophy and would never refer or advise a woman to have an abortion. (When a situation arises where a woman's life is at risk, the clinic advocates taking measures to preserve her life, hoping that the woman and the child can both be saved.)
- 4) Possess a marketing or similar degree, with past marketing experience required.
- 5) Organized self-starter who can represent our organization well.
- 6) Comfortable with various technology systems and forms of correspondence (electronic, written, oral) to attract potential clients and interact with Clarity supporters.
- 7) Personable and able to work well with team members.

Responsibilities: In general, this role ensures that Clarity is the first choice for any abortion-seeking client in our service area by keeping Clarity on the cutting edge of marketing to all our clients in all forms. This includes print, community avenues (billboards, movie theater ads, radio spots, etc.), and our online presence. Working with the Ministry Advancement team, the Communications Coordinator would also help design communication tools for our supporters and be involved in the promotion and design of our fundraising events. The Communications Coordinator will ensure Clarity's online presence and corresponding print materials be within Clarity's branding and voice.

Reports to: CEO

Time Commitment: As per "Employment Letter of Understanding"

Duties:

Client Marketing:

- 1) Ensure Clarity's brand, messaging, logo, etc. is ever appealing to our target age range and demographic, not only in relation to our abortion-minded clients, but to all Clarity client-facing programming (Aspire, AIM, The Haven, Abortion Healing, etc.).
- 2) Within the confines of Clarity's annual budget, and with supervisory approval, develop and implement a client marketing plan to be sure that any woman who is unexpectedly pregnant in our service area knows about Clarity.
- 3) Oversee all client marketing print materials (brochures, palm cards, posters, etc.), ensuring they are widely distributed and up to date.



- 4) Oversee community connections with outside advertising, including, but not limited to: movie theater, mall, billboard ads, etc. Seek out other ways that would also be effective in our service area and demographic.
- 5) Attend client-facing events, sharing about our services at a Clarity booth, ensuring booth materials are branded and up to date. Keep informed of annual events and seek out new ones to attend.
- 6) Oversee all aspects of Clarity's online presence: website, blogging, social media, etc.
 - a. Monitor and maintain all aspects of clarityky.com in conjunction with our website developer.
 - b. Oversee and monitor Clarity's social media content.
 - c. Ensure messaging gets to the people they are designed for, utilizing tools like: Google adwords, remarketing, geolocation, metadata for optimum client reach. Do so by attending training classes/workshops as necessary to reach a level of proficiency needed to use these tools effectively, or interfacing with a third party marketing company.
- 7) Ensure Clarity in-house print materials and forms are properly branded and in line with Clarity messaging.

Supporter-Facing Communication

- 1) In conjunction with the Director of Ministry Advancement, ensure all Clarity's supporter-facing marketing - online and in print - is properly branded and reads with Clarity's overall voice.
- 2) Monitor and maintain all aspects of supportclarity.org in conjunction with our website developer.
- 3) Design or oversee the design of supporter-facing publications, including monthly emails, quarterly newsletters, annual impact reports and fundraising event print materials, with the Director of Ministry Advancement providing general direction and copy.
- 4) Help design fundraising events look and feel, in collaboration with the Director of Ministry Advancement and CEO. This will include, but is not limited to, the design of invitations, programs, brochures, slide shows, emails, t-shirts, and material for our website and social media.
- 5) Help with any other fundraising event logistics and/or ideas as assigned.
- 6) Work in tandem with the Director of Ministry Advancement and CEO on overall Clarity marketing strategies and events.