



POSITION ANNOUNCEMENT

Align Life Ministries is a gospel-sharing, life-affirming ministry with client locations in Lancaster and Lebanon counties. For more information go to www.alignlifeministries.org.

MARKETING AND COMMUNICATIONS DIRECTOR

Align Life Ministries in Lebanon, PA is seeking an individual with experience in marketing and communications to develop and implement strategic campaigns in order to enhance brand awareness and increase supporter and client engagement.

The successful candidate will have three to five years of relevant experience, be detail-oriented, responsible, and self-motivated. Previous supervisory experience is preferred.

This is a full-time salaried position with full-time benefits, to begin when the applicant is available. All applicants must be in agreement with Align Life Ministries' Statement of Faith; Statement on the Sacredness of Human Life; Statement on Biblical Authority; and Statement on Marriage, Gender, and Sexuality.

If interested, send a resume and cover letter as soon as possible to: Align Life Ministries, P.O. Box 707, Lebanon, PA 17042-0707, Attn: Mary Anna Wingenroth 717.274.5128 x 307 or mwingenroth@alignlifeministries.org.



Job Description
Align Life Ministries
MARKETING AND COMMUNICATIONS DIRECTOR

November 2024

Objectives of the Position: The Marketing and Communications Director is responsible for developing and implementing strategic and tactical external marketing and communication plans for the Align brand, promoting increased public awareness of the ministry and enhancing supporter and client engagement. The Director oversees development and production of support materials and services in the area of marketing and communications, in both print and digital formats. Supervises marketing and communications staff.

Reports to: Executive Vice President

Works collaboratively with: President, Vice President of Church and Supporter Relations, Director of Client Services, Community Relations Coordinator, Events Coordinator, Social Media Manager, and others

Supervises: Community Relations Coordinator, Social Media Manager

Qualifications:

1. Is a committed Christian with a strong personal relationship with Jesus Christ as Savior and Lord that is evident in their behavior. This is demonstrated, in part, through regular study and application of scripture, the sharing of personal biblical revelation, personal and corporate times of prayer and worship, and in advancing the gospel while representing the ministry to the community at large.
2. Is able to initiate, lead, participate, and thrive in a culture where alignment with the God of the Bible, relational community, and discerning prayer is woven into all aspects of the ministry.
3. Can articulate the ministry's fundamental beliefs, goals, and practical outreach adeptly to varied and diverse audiences.
4. Exhibit a strong commitment, proficiency, and dedication to sharing the gospel with others, the pro-life position, and stewarding sexuality with integrity.
5. A bachelor's degree in communications, marketing or related field; or equivalent related professional experience.
6. Three to five years professional experience with brand strategy development and execution, social media, digital communications, graphic design, and management of third-party professional-service vendors.
7. Previous supervisory experience preferred.
8. Innovative mindset that enjoys creative problem-solving in a collaborative environment; excellent interpersonal, communication (oral and written), organization, and public speaking skills.
9. Self-motivated, and able to execute duties with little supervision within a team environment.

10. Proficiency with Microsoft Office suite, Wordpress, social media, office equipment, and mobile devices.
11. Able to lift and carry (over short distances) 30 pounds of equipment at a time.
12. Possess a valid driver's license and insurance, and a reliable personal vehicle.

Clearances: The candidate must provide successful completion of a Pennsylvania Criminal Background Check and Pennsylvania Child Abuse History Clearance prior to employment.

Duties:

1. Reflect, articulate, and promote the Align brand, along with our mission and vision, to external audiences, including supporters and potential client audiences.
2. Create, implement, and measure the success of a comprehensive marketing and communications program that will enhance the Align image and position both within our community, statewide, and nationally.
3. Act as editor of external written communications, both print and digital, ensuring that the materials consistently support Align brand standards. Manage creative design process and evaluate/approve pieces of communication activities and materials including, but not limited to, the following areas:
 - a. Website (supporter and client), social media, video production.
 - b. Print materials for supporters and public promotion of services.
 - c. President's office.
 - d. External client marketing (print and digital).
4. Develop, implement, and evaluate impact of promotional strategies across all platforms for resources and materials published by Align and identified for public distribution.
5. Supervise the communications and marketing staff.
6. Manage third party agency partners and vendors for projects within the Align brand strategy.
7. Develop and administrate the annual operating budget for accounts within delegated areas of responsibility. Ensure annual goals are achieved within established parameters.
8. Other
 - a. Uphold the Statements on Ministry Purpose; Vision; Mission; Faith; Sacredness of Human Life; Biblical Authority; Marriage, Gender and Sexuality; The Gospel of the Kingdom of God document and Core Values; and uphold the policies and procedures of the ministry.
 - b. Maintain healthy staff relationships, participate in staff meetings and gatherings, and participate in fundraising and other Align events per Employee Handbook.
 - c. Assorted projects, as assigned.