



Job Title: Graphic Designer / Marketing Assistant

Reports Directly To: Director of Marketing

Supervises: None

Primary Objectives: The Graphic Designer / Marketing Assistant will be responsible for producing and ensuring the quality of all publications and promotional materials needed from the Positive Options Marketing Department. This includes, but is not limited to, service brochures, mailers, fundraising event materials, updating print material and websites, video assistance, photo shoot assistance etc...

Key Responsibilities:

- Make prayer an integral part of the creativity and production of all materials.
- Assist in the production and ensure the quality of publications and promotional materials by editing, brainstorming ideas, and communicating with vendors, printers, and the Positive Options team as needed.
- Assist and participate in the marketing of Positive Options and all programs and events.
- Assist in the creation and help coordinate mailings including event materials, center services materials and stewardship mailers etc.
- Help execute layout of Monthly E-Newsletter, Prayer calendar etc.
- Attend and contribute to Staff Meetings and Events.

Qualifications:

- Be a committed Christian who demonstrates a personal relationship with Jesus Christ as Savior and Lord.
- Maintain and promote a lifestyle of sexual purity.
- Exhibit a strong commitment and dedication to the sanctity of all human life.
- Agree with and be willing to uphold the Statement of Faith, Statement of Principles, Mission Statement, and policies of Positive Options.
- Be in consistent fellowship at a local church.
- Hold a Bachelor's degree, preferably in graphic design, or at least one year marketing related experience - required.
- Proficiency in computer skills, graphic design skills/tools, and layout skills.
- Possess creativity, attention to detail, flexibility and organizational skills with BIG ideas and a great eye for design
- Able to handle changes, and meet tight deadlines.
- Possess the ability to be self-motivated, self-directed, and work independently.
- Possess the ability to establish and maintain effective working relationships with others.
- Possess the ability to manage several tasks at the same time.
- Possess a thorough understanding of pregnancy care center ministry or the willingness to learn.
- Proficiency in both oral and written communications.

- Possess good communication skills – Listening, Verbal, and Written (copywriting, grammar and editing) – preferred

Technical abilities:

- Familiarity and ability to navigate the Adobe Creative Suite- InDesign (required), Illustrator, Photoshop, Lightroom.
- Familiar with Social Media platforms
- Familiar with online software like Givebuttr, Qgiv, Mailchimp, Canva etc.
- Familiar with photography and videography (shooting and editing)
- Time & project management skills – ability to juggle several projects, ensuring deadlines are met with high quality results.
- Ability to cut & paste with cutter, paper trimmer and put together brochure mockups.
- Ability and desire to work both collaboratively and independently.
- Possess sound ethical, integrity and judgment standards
- Possess the ability to navigate Social Media (Facebook, Instagram, LinkedIn) – create content, manage/schedule posts.

Training:

- Complete Centers of Excellence Online Training.
- Attend Pregnancy Center Volunteer Training, as agreed upon by the Director of Marketing.
- Attend conferences, seminars and workshops as agreed upon by the Director of Marketing.
- Attend classes or conferences for marketing, as agreed upon by the Director of Marketing.

Physical Demands:

- Ability to frequently use an Apple computer and telephone.
- Ability to physically navigate both in and out of the office.
- Ability to drive and travel.

Employment Status:

- Part-time hourly employee - Average of 24 hours per week

I acknowledge that I have received a copy of this job description.

Signature _____

Name (Printed) _____ Date ____ / ____ / ____

(Copy to be given to the individual with the original kept in his or her personnel file.)