



## **Marketing Specialist**

**QUALIFICATIONS:** Candidate should exemplify a growing personal relationship with Jesus Christ and actively participate in a local Bible teaching church. Candidate should have a commitment to uphold the sanctity of human life, and agree with the Embrace Mission Statement, Vision Statement, Statement of Faith, Statement of Principle, and all other policies. They must be able to clearly communicate about the organization through written word, video, photos, and other methods the mission and work of Embrace. This person will maintain a professional appearance and demeanor as a key representative of Embrace to the community as a whole.

The qualified applicant should possess a Bachelor's degree in marketing, communications, or a related field. They must be proficient in Adobe Creative Suite, experience with Canva, WordPress, and Mailchimp a plus.

### **SKILLS AND ABILITIES REQUIRED**

- Excellent videography and photography skills
- Ability to capture and share client stories in an impactful way
- Excellent written and verbal communication skills
- Time management and organizational skills
- Attention to detail
- Social media experience
- People oriented

### **REPORTS TO: Executive Director**

#### **The Marketing Specialists PRIMARY DUTIES include, but are not limited to the following:**

- Oversee online advertising campaigns and Google Ads
- Create and design marketing material including digital/social content, print, email, website, video, and other media following Embrace brand guidelines
- Assist with preparation and execution of fundraising events
- Track and report social media/digital analytics to drive marketing decisions
- Stay on top of current digital trends and provide recommendations for marketing strategy
- Manage social media accounts (Facebook, Instagram, & Google Business) and respond to inquiries for both clients and donors
- Maintain and update website using WordPress
- Speak in the community about Embrace when requested.
- Attend staff prayer and meetings as scheduled.
- Meet with clients as needed.

#### **The Marketing Specialists SECONDARY DUTIES include, but are not limited to the following:**

- Back-up for special projects when deemed necessary.
- Miscellaneous agency errands, as necessary.

**32-35 Hours/Week**

**Salary: Based on experience**

**Email resumes to [Tim\\_tquiggle@embracewichita.org](mailto:Tim_tquiggle@embracewichita.org)**