

## **Who We Are:**

Anawim Ministries (Young People Who Care, inc.) exists simply to care for others. Our diverse ministries do this by focusing on care of the mind, soul, spirit, and by meeting social and personal needs. As a grassroots organization we value prayer, hospitality, simplicity, and service.

## **Job Specifications:**

- Title – Marketing and Communications Specialist
- Reports to – Program Director, Crystal Biggins, crystalbiggins@bethanyministries.org
- Location – Blended: Onsite and remote work as approved and overseen by the supervisor
- Work Schedule – Full Time, 35-40 hours per week with potential to transition to work from home part time. Hours can be flexible but generally within regular office hours of 8:00AM-4:00PM to facilitate communication with on-site staff. Some occasional evening and weekend work will be required.

## **Who we are looking for:**

We are looking for a specialist to help us reach our aggressive growth goals by leading our communications and marketing efforts. This includes retreats, special and ongoing events, and differing ministries. This person will be a tech-savvy and creative go-getter who enjoys connecting with others through technical and traditional media.

The ideal candidate has:

1. Strong content creation, writing, communication, and publishing skills
2. Organizational, prioritization, and multi-tasking skills
3. Understanding of our different target audiences and developing strategies to reach them.
4. Willingness to work within a small team with a supportive attitude.
5. Ability to increase funding by utilizing relational and collaborative skills.
6. Knowledge and experience in a wide variety of marketing strategies. Experience in working within a non-profit preferred, but not necessary.

## **Job Description:**

### **Marketing/Advertising**

1. Maintain and enhance the marketing plan to meet our organization's objectives.
2. Participate in monthly marketing committee meetings.
3. Report marketing progress monthly to the supervisor and marketing committee
4. Generate new attendees and increase overall participation in our adult and youth retreat programs.
5. Increase public awareness and attendance at our events.
6. Coordinate mass mailings and emails to distribute information.
7. Coordinate promotion of events on other organizational websites and church bulletins

8. Monitor utilization and cost/benefit analysis of Google AdWords grant and research other grant opportunities.

### **Website Maintenance**

1. Participate on our web design and implementation committee.
2. Provide guidance and suggestions related to content, layout, and functionality of the web site and pages.
3. Maintain and update the website and pages for the organization and ministries.
4. Write content and provide editorial for the website.
5. Maintain pages related to the retreat contents, schedules, and registrations

### **Publishing/social media**

1. Serve as the writer and chief content creator for all materials and platforms, including emails, website, newsletters, press releases, flyers, pamphlets, brochures, etc.
2. Advertise retreats, services, and events through online, social media, and traditional channels
3. Utilize appropriate social media platforms to target specific audiences by:
  - Gathering photos and content appropriate for social media promotions and posts
  - Post online to various platforms including Facebook, Instagram, etc.
  - Check post reach and effectiveness and respond to interactions in a timely manner.
4. Integrating social media and traditional advertising platforms to utilize each tool effectively.
5. Perform regular cost/benefit analysis related to the success of advertising and promotions and make recommendations for improvements and continued cost savings.

### **Other:**

- Increase community connections with individuals and businesses.
- Increase public awareness of our mission and services.
- Provide basic support and training to staff related to simple office programs, software, and communication channels.

Send Resume and cover letter to:

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