JOB DESCRIPTION

MARKETING & COMMUNICATIONS COORDINATOR

OUR MISSION

Reach exists to see babies saved and families transformed, reflecting the love of Jesus and honoring the dignity of every individual in the process.

We provide exceptional medical care, compassionate support, and essential resources at no cost to equip patients with the knowledge and confidence needed to make empowered, life-affirming decisions about pregnancy, sexual health, and Christ's hope for their future.

CORE VALUES

- **Servant Leadership:** We serve with Christ-like compassion, humility, and grace.
- **Rigor and Results:** Driven by our calling and passion, Reach works to meet or exceed personal and organizational goals while upholding the dignity of each staff member and their families.
- **Adaptability and Advancement:** We are dedicated to continuous improvement by applying best practices, and driving excellence in our professional development, client services, and ensuring transparency and measurable return on investment for our partners.
- **Spiritual Growth:** As a Christ-centered ministry, we are each steadfast in our commitment to grow in our personal relationship with God.

POSITION OVERVIEW

Status: Full-time
Location: On-site in Bridgeton, MO
Reports to: Chief Operating Officer (COO)
Brief Overview Description:
The Marketing and Communications Coordinator supports the mission of Reach Reproductive Health by managing external and internal communications, patient-facing social media, and partner communications. This role creates engaging, brand-consistent content across multiple platforms, ensures strong organizational storytelling, and provides creative support for outreach and fundraising efforts.

RESPONSIBILITIES

Communications & Messaging

- Draft and send organizational emails, newsletters, and partner updates.
- Maintain consistency in voice, tone, and branding across all platforms.
- Assist in developing patient-forward communication that is clear, compassionate, and supportive.
- Provide communications support for donor engagement, events, and outreach campaigns.

Social Media Management

- Manage and grow patient-facing social media accounts (Instagram & Facebook).
- Manage and grow partner-facing social media accounts (Instagram, Facebook, LinkedIn).
- Develop content calendars, schedule posts, and monitor engagement.
- Track analytics and adjust strategies to increase reach and impact.

Graphic Design & Creative Support

- Design digital and print assets, including flyers, newsletters, ads, event materials, and signage.
- Ensure consistent application of brand standards across all communications.
- Coordinate with outside vendors when needed for production and printing.

Collaboration & Teamwork

- Work closely with the Patient Services department to ensure patient-facing content is trauma-informed, medically accurate, and accessible.
- Partner with the Development department to support donor campaigns, events, and fundraising initiatives.
- Collaborate across departments to share stories, celebrate successes, and promote Reach's mission.

QUALIFICATIONS

- **Education:** Bachelor's degree in Marketing, Communications, Design or related field (preferred).
- **Experience:**
  - Social media management, graphic design, and content creation.
  - Experience in nonprofit, ministry, or community service settings preferred.
- **Skills:**
  - Adobe Creative Suite (Illustrator, Photoshop, InDesign)
  - Strong writing, editing, and storytelling skills
  - Excellent organizational and project management abilities
- **Attributes:**
  - Mission-driven, collaborative, and compassionate communicator
  - Creative thinker with attention to detail
  - Comfortable working across departments and adapting to changing needs

COMPENSATION

The compensation for this position is $25 hour/ 40 hours per week. Reach Reproductive Health values the expertise and dedication of its team members and is open to discussions regarding compensation adjustments to reflect relevant experience and skills.

EEO STATEMENT

Reach Reproductive Health is an equal opportunity employer and makes recruitment, employment, promotional, and all other Human Resource decisions without regard to race, color, national origin, age, sex, marital, disability, or veteran status.

OTHER DUTIES

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.