



Marketing Communications Professional (Part Time, 20-30 hours per week)

Would you like to use your communications and marketing skills to make a difference? Anchorpoint Counseling Ministry is a 52-year strong faith-based nonprofit that provides mental health and educational services to community members in need. We are seeking a part-time Marketing Communications professional (20-30 hours per week) to help us share our ministry with prospective clients and supporters in northern Allegheny and southern Butler counties.

The Marketing Communications position is responsible for maintaining and advancing the image and branding of Anchorpoint through a marketing plan intended to be representative of the agency's mission and services.

Skills & Qualifications:

- Bachelor's Degree in marketing, communications or related field.
- Previous marketing experience in other companies and/or charitable organizations.
- Understanding of our key audiences: churches, schools, families, and supporters
- Excellent communication skills (oral, written, electronic)
- Creative, flexible, proactive, self-reliant, independent
- Team-player/collaborator
- Working knowledge of software programs used in the preparation and completion of marketing products (Microsoft Office Suite, Adobe Creative Suite)
- Experience using Social Media networks (i.e. Facebook, Instagram, Twitter, LinkedIn)
- Experience with Wordpress, video editing programs, photography a plus
- Act 33/34 and FBI Clearances

Job Responsibilities (include but not limited to):

- Develop and execute an ongoing marketing plan that includes marketing and publicity programs (via marketing material, press releases, social media, direct marketing campaigns, event marketing, etc.).
- Actively participate in staff, marketing and special planning meetings with the aim of working collaboratively and executing strategically all ongoing projects.
- Work with Development Director to help secure additional funding for the agency through the planning, development and execution of marketing materials that support key fundraisers, events, mailers, and appeals.
- Assist the various program areas (Counseling, Tutoring, Educational & Support Groups) by providing consultation and marketing support to promote and advance their efforts while maintaining Anchorpoint's branding/image.
- Assist with and attend annual fundraising events (i.e. Golf Outing, Suicide Prevention Walk, Celebration of Hope)

- Ensure that information about Anchorpoint Counseling Ministry's services and events is accessible and available to all interested parties.
- Publications: Plan, research, write, edit, and produce a semi-annual newsletter and annual report.
- Print Marketing: Create flyers, brochures, incentives and other marketing collateral
- Publicity: Maintain/Create PR list and relationships with local print and web-based news.
- Digital Marketing: Manage website and blog, maintain online directories (ie. Google, Good Therapy and Psychology Today), social media, e-marketing (currently using Constant Contact), and email lists for key constituency groups. Develop content and strategies to increase viewership/ followers. Interact in targeted online Facebook groups, etc.
- Liaison with printers and other marketing vendors to complete the above tasks
- Network with other marketing professionals, businesses and organizations (i.e. North Hills Non Profit Consortium).

Interested individuals should send or email resume to:

Anchorpoint Counseling Ministry
800 McKnight Park Drive, Ste. 802

Pittsburgh, PA 15237

or

acm@anchorpointcounselingministry.org