

Save the Storks

Job Description for Marketing Training Specialist Reports to: Director of Consulting

Save the Storks is a non-profit pioneer of the new pro-life movement. 84% of all women felt abortion was their only choice and 64% of women felt pressured into an abortion. Plenty of angry rhetoric and politics line both sides of this debate, but Save the Storks offers an innovative “3rd option” with a non-political, non-combative approach.

The Marketing Training Specialist, a newly created role, will work with the StorkWorks Consulting team and the Awareness team to provide marketing solutions and consultation to pregnancy resource centers. The Marketing Training Specialist will collaborate with internal teams and outside vendors to ensure that timelines and goals are met, within budget. The Marketing Training Specialist will develop and execute a marketing consultation program for pregnancy resource centers.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Develop a robust marketing consultation program for pregnancy centers and perform evaluations, consultations, and training. This includes establishing and managing third party vendor relationships, working with StorkWorks team to evaluate current and future services, and maintaining Storks brand standards.
- Provide one-time marketing consulting at conferences, events, and on the phone to pregnancy resource centers and keep up-to-date with successful non-profit marketing ideals.
- Work with Awareness team as a liaison for the StorkWorks Consulting regarding promotional materials including: print, online, and film.

QUALIFICATIONS:

- Bachelor's Degree in Marketing, Communications or other related field
- At least one (1) year of relevant experience in the marketing industry (can be an internship or volunteer work)
- Comprehensive knowledge of the digital and print marketing and branding world
- Excellent written and verbal communication skills
- Able to identify trends and opportunities in marketing content
- Ability to work individually on a project or in a team environment
- Organized and a self starter
- Ability to work independently with minimal supervision
- Willing and eager to be an effective revolutionary in the pro-life movement
- Experience in program/content development

- Experience with MS Office, Google Drive, and Adobe Suite
- A Plus: Experience with Salesforce and pregnancy resource centers

If interested please send your resume attached in your reply, along with your cover letter and a portfolio of any relevant marketing content you have developed.

Other Duties and Responsibilities:

Performs other related duties as needed.

Working Environment/Physical Requirements:

Office environment

Travel 30% of the time but may increase