

# COVENANT CARE ADOPTIONS

## Job Description

### **Position**

Communications & Marketing Manager

### **Supervisor**

Executive Director

### **Major Responsibilities**

#### **1. Social Media & Public Relations**

- Lead and manage Covenant Care's social media presence across platforms (including Facebook and Instagram)
- Develop and execute a strategic content calendar in collaboration with the Director of Development, leadership, and board
- Create and oversee content that highlights services, shares stories, and educates audiences on adoption, birth motherhood, and pro-life values
- Monitor and manage engagement across platforms, including comments and messages, ensuring timely and thoughtful responses
- Ensure all public-facing communication reflects the organization's voice, mission, and values

#### **2. Development Communications & Writing**

- Collaborate with the Executive Director and Director of Development to develop compelling written content for donor and public engagement
- Lead or support the creation of appeals, newsletters (Mailchimp), annual reports, presentations, and other communication materials
- Ensure consistency in messaging across all written communications

#### **3. Marketing & External Partnerships**

- Serve as the primary liaison with external marketing partners for website, SEO, and digital advertising (including Google Ads)
- Collaborate on the development, execution, and optimization of marketing campaigns
- Analyze and communicate insights from inquiries and engagement data to improve campaign effectiveness
- Coordinate internally with counselors to ensure alignment between outreach efforts and client needs

#### **4. Website & Digital Content Management**

- Oversee and maintain the organization’s website, ensuring content is accurate, current, and reflective of services and families
- Regularly update adoptive family profiles, staff information, and key resources
- Ensure the website provides clear, accessible, and helpful information for all audiences
- Familiarity with Wix or willingness to learn; responsible for basic site updates including adding and removing adoptive family profiles, publishing blog posts, and keeping content current — reducing reliance on external vendors for routine updates

#### **5. Development Operations & Data Management**

- Oversee CRM and database systems, ensuring accurate and up-to-date records for supporters, adoptive families, and ministry partners
- Support data integrity through regular updates and audits
- Utilize database insights to support communication, outreach, and development efforts

#### **Qualifications**

1. Must be in full agreement with the CCA Statement of Faith. Must be able to fully support the existing Vision and Mission of the ministry
2. Bachelor’s Degree required (Marketing, Communications, or related field preferred; Human Services backgrounds considered)
3. Experience in adoption, foster care, or related ministry strongly preferred
4. Strong writing, communication, and organizational skills
5. Ability to manage multiple projects and collaborate across teams
6. Experience with Wix or similar website platforms a plus, but not required

#### **Religious Criteria**

Each of our employees and volunteers is a visible face of Covenant Care Services to the community. As such, it is critical that each employee and each volunteer leader is in agreement with our beliefs and values, including our Statement of Faith, and that they live in accordance with these beliefs. We believe that every employee and volunteer who serves in a regular or public capacity has the potential to engage in Christ’s ministry on this earth and may have opportunities to share the Gospel to others through their involvement with Covenant Care.

You are expected to participate in staff prayer meetings and may occasionally be asked to lead the staff in a devotional study or prayer.

All of this furthers the Vision of Covenant Care Services to provide “quality, Gospel-driven adoption services to women experiencing an unplanned pregnancy.”

**Hours & Compensation**

This position is flexible and may range from part-time (20 hours per week) to 30 hours per week, depending on the candidate's availability, experience, and willingness to take on additional responsibilities. Compensation will be negotiated at the time an offer is made.

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Employee \_\_\_\_\_ Date \_\_\_\_\_