

JOB DESCRIPTION: Marketing Manager

Under the general direction of the CMO, the Marketing Manager is responsible for the execution of RealOptions marketing initiatives, analyzing data, and collaborating with other teams to achieve RealOptions' mission to expand our reach and safeguard lives.

Education Requirements

- Bachelor's degree in marketing preferred or prior marketing experience
- 2 years of marketing or business development experience in positions of increasing responsibility - with a focus on market expansion
- Three years of experience in a leadership role

Essential Skills

- Agreement with our statement of faith and the biblical basis for the sanctity of human life
- Clear understanding of the pro-life movement and the diverse market segments
- Demonstrates ability to lead and collaborate with Patient Services and the Community Outreach Teams
- Outstanding communication and interpersonal skills
- Knowledge of marketing principles, branding, and service offerings
- Understanding of changing market dynamics and analytical skills
- Entrepreneurial spirit

Roles & Responsibilities

- Works with CMO to create, plan, execute, and monitor effective marketing plans and campaigns - with our marketing partners
- Tracks growth objectives for each branch of ministry and use data and reports to influence business and ministry strategies and plans
- Oversee social media strategies, content creation, and engagement to build brand awareness to increase supporter and patient engagements
- Review and respond to patient reviews on Google Business Profile, Yelp, Facebook, and So Tell Us
- Develop and manage RealOptions marketing communication channels - supporter and patient
- Develop and manage all supporter, RealTalk, Hope, CCO & patient marketing materials
- Manage FORO Website and RO Website
- Entrepreneurial spirit

Training and Development

- Work closely with the CMO to learn all aspects of RealOptions marketing strategies and how we message to supporters and patients
- Attend marketing conferences and educational programs to stay abreast of changes in the marketplace