

JOB POSTING



Lackey Clinic

Free and Charitable Healthcare Center

Marketing and Communications Specialist

Full Time with Benefits

The Marketing and Communications Specialist ensures active, consistent and meaningful communications and marketing materials to promote the on-going mission of the Lackey Clinic.

Create Marketing and Communication Materials: Collaborate with Director of Donor Relations and graphic designer to create marketing materials that are distributed to donors, funders, and partners, including; newsletters, appeal letters, email blasts, social media, brochures, annual report, case for support packet, donor acknowledgment, patient testimonials and event related materials. Update website communications to reflect on going information.

Distribute Marketing Materials: Once marketing and communication materials are created for specific marketing campaigns, specialists will be responsible for distributing them through the appropriate channels, using mailers and social media.

Track Marketing Campaign Performance: After marketing campaigns are successfully completed, collaborate with Donor Relations Specialist to track performance, using performance indicators; number of donations, and donor analytics, ie; Facebook, eblasts. Analyze success of campaign.

Plan Interviews and Press Conferences: Marketing communications specialists will be responsible for setting up interviews and press conferences as part of a marketing campaign. This involves contacting media outlets or industry experts.

Research Local Business for Donor Engagement: Engage businesses, distribute information and work to develop Business Partnerships. When appropriate collaborate with Director of Community Outreach to discuss patient eligibility and how we can support the business.

Support Fundraising Events: Collaborate with Donor Relations Staff to assist with Special Events.

Community Outreach Events and Presentations: When appropriate attend event.

Requirements

Education: College degree

Knowledge: Must be proficient with Social Media, computer literate to include Microsoft Office and familiar with graphic design programs.

Skills/Abilities: Excellent verbal, written communications, and intrapersonal skills, as well as strong organizations skills.

Availability: Ability to work days, and occasional nights or weekends as needed.

Experience: A minimum of 2 years of marketing and/or communications experience, preferable in a non-profit organization.

Must align with our Mission and Vision and sign a statement of faith.

Mission Statement

To provide skilled, compassionate health care and counseling to the medically disadvantaged in a manner that honors the name of Jesus Christ.

Vision Statement

A community with access to loving healthcare, wellness and hope

Submit resume to Kim Spencer, Director of Donor Relations and Events

Kspencer@lackeyhealthcare.org or mail to:

Lackey Clinic

1620 Old Williamsburg Road

Yorktown, VA 23690