



## Client Marketing Team

“Clients” are those women/couples for whom we provide services

10 hours/month (unless particular campaigns are in motion);  
minimum of a 12 month commitment

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**PROGRAM AREA(S):** Marketing of Birthline’s Programs and Resources to potential Clients.

**SUPERVISOR / TEAM:** Andrew (Executive Director) and Client Marketing Team.

### DESCRIPTION IN BRIEF:

Client Marketing Team members serve different functions (according to their individual gifts and passions) but collectively will help to make Birthline known and accessible to women and couples of unintended pregnancies. They plan strategic marketing efforts for the greater Loveland area including traditional areas such as: signage, SEO optimization and website access, social media postings, listings in community publications. But the team will also look creatively into young adult cultural studies, needs assessments, educational efforts in the community, and new program development. Team members may serve in a role which is relational (being a contact/liaison to orgs), or a creative role (program development), maintenance (maintaining website and social media accounts), or research (needs assessments); once again, depending upon their giftedness and passions.

### NEED:

Within the greater Loveland area there are approximately 1200 unintended pregnancies each year, 200 of which are with teens. There is a need in our community to reach out to those women and couples and give them a message of hope, relationships with which to walk through their decision-making process and early parenting years, and material goods which they will need along the way. Birthline provides those things, and our volunteers help meet these needs in various ways – direct client help, facilities, operations. *This position serves the need of marketing, so that clients find our services; services which are both relevant and accessible to them.*

### RESPONSIBILITIES / DELIVERABLES:

- Strategic and creative input towards all-around approach, goals, and campaigns.
- Ownership of a particular area of marketing efforts: liaison, accounts oversight, project management, research, etc..
- Bi-monthly meetings.
- Most responsibilities/deliverables dependent upon individuals’ skills and passions (as stated above).

### QUALIFICATIONS / SKILLS:

- Committed Christian and prolife supporter.
- Character traits of integrity, kindness, self-motivation, teamwork, reliability, and some creativity.
- Critical and strategic thinking; marketing experience a plus.
- Others skills dependent upon area(s) of responsibility.

### WORK ENVIRONMENT:

- Friendly and supportive team, friendly staff and volunteers; fun and collegial environment.
- Most work is done remotely/offsite (though office space and computer can be provided onsite as desired).

### TRAINING / SUPPORT:

- General training by Executive Director on marketing strategies and Birthline marketing specifics.
- Team support for coordinated efforts.
- General volunteer training of expectations, logistics, organizational representation, and facilities.
- Standard Background Check required.
- Individual trainings dependent upon areas of responsibility.

### TIME REQUIREMENTS:

- **Minimum Time Commitment** – 12 months.
- **Hours/Week** – Approximately 10 hours/month for meetings and areas of responsibility; but also depends on the nature of the assignments/initiatives.