

**Bella Vita Network**  
**Soul Purpose Marketing Manager Job Description**

**Job Title:** Soul Purpose Marketing Manager

**Supervisor:** Soul Purpose National Director

**Classification:** Part Time (15 hours a week)

**Location:** Flexible/Remote

**General Summary and Objectives**

The marketing manager plays a pivotal role in the successful nationwide expansion of Soul Purpose. They are responsible for ensuring a consistent brand identity, expanding the reach of Soul Purpose through various marketing channels, and promotion to other Pregnancy Centers nationwide.

**Marketing Manager Duties and Responsibilities**

1. Spiritual Formation Development
2. Soul Purpose Marketing
  - a. Responsible for keeping a consistent brand amongst all chapters
  - b. Plan and execute email marketing campaigns to effectively communicate with Pregnancy Centers
  - c. Maintains Soul Purpose website
  - d. Develop and execute a social media strategy to maintain a vibrant and consistent online presence for Soul Purpose.
  - e. Collect photos and testimonies from all chapters
3. Soul Purpose Promotion
  - a. Responsible for sharing Soul Purpose with other Pregnancy Centers
  - b. Attends appropriate events and conferences that would benefit the expansion of Soul Purpose
  - c. Develop booth displays for conferences that attract attention and effectively convey the essence of Soul Purpose
  - d. Create and develops content for marketing materials for potential campuses
4. Assist in the launch of Soul Purpose chapters nationwide
  - a. Works with the National Director to ensure a smooth launch of chapters
  - b. Assists in getting appropriate documents for approval of Soul Purpose at each campus
5. Travel
  - a. Some travel is required to support chapter launches, attend conferences, and foster partnerships. Travel frequency and duration may vary based on needs as the organization expands.

6. Remote Work
  - a. This position offers flexibility with remote work arrangements, allowing you to manage tasks and responsibilities effectively while maintaining a healthy work-life balance.
7. Supervision/Direction
  - a. Receives periodic supervision in the form of general parameters and a periodic review of progress. Makes non-routine decisions involving the analysis of situations based on parameters established and past related experience. Plans and organizes work to meet deadlines.

**Qualifications:**

1. Bachelor's degree in Marketing, Communications, or related field
2. Proven experience in marketing
3. Strong understanding of digital marketing tactics, including social media and email marketing.
4. Excellent communication skills, with the ability to effectively convey ideas and build relationships
5. Strategic thinker with a creative mindset and a passion for driving positive social impact.
6. Ability to thrive in a fast-paced, collaborative environment and adapt to changing priorities.
7. Willingness to travel as needed and work remotely while maintaining productivity and accountability.
8. Willingness and ability to demonstrate commitment to Bella Vita Network mission, strategic vision and statement of faith in the execution of position responsibilities.

The above describes the general nature of the job and is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities and working conditions.

I have received a copy of this job description. I understand, affirm, and subscribe to the requirements, responsibilities, and duties of this job.

Employee \_\_\_\_\_ Date \_\_\_\_\_ (Signature)

Employer \_\_\_\_\_ Date \_\_\_\_\_ (Signature)