

Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace in its various forms. 1 Peter 4:10

Communications & Marketing Director Job Description

Job Title	Communications & Marketing Director	Pay Range	*\$28.85 to 31.25
Reports to	Executive Director	Supervision	Oversees Marketing Specialist & Communications Coordinator
Work Location	Tacoma Administration Office		
FLSA Status	Hourly, non-exempt	Data Classification	Category IV
Benefits	Full-time classification (assigned to work 30 or more hours per week) – Medical (including Life/AD&D), Dental and Vision insurance and FSA available first of month following 30 days of employment Full & Part-time classification – EAP, 401K and Vacation available after 90 days of employment, Sick leave (1 hour for every 40 hours worked) accessible on 90 th day of employment, and Holiday Pay		

**The above pay range is a guideline. For candidates who meet the qualifications of the job, Care Net of Puget Sound's compensation philosophy is to target the 30th-50th percentile of the range. Multiple factors are taken into consideration to arrive at the final pay rate to be offered. Factors include, but are not limited to, the selected candidates work experience, education, and training as well as internal equity, market and other business considerations.*

Objectives of this position:

The Communications & Marketing Director advances the mission of Care Net of Puget Sound by leading all communication and marketing efforts that reach patients, clients, donors, and volunteers. This role guides the brand and voice of Care Net of Puget Sound – ensuring every message reflects and reinforces our mission. The Director oversees digital, print, media relations, storytelling, and creative direction to ensure clear, compelling, and consistent messaging. They manage the Communications & Marketing team, oversee crisis communication and project management, and maintain relationships with key vendors and partners—all while upholding our commitment to the Sanctity of Human Life.

Qualifications:

1. Be a committed Christian who demonstrates a personal relationship with Jesus Christ as Savior and Lord and is active in a local church.
2. Exhibit strong commitment and dedication to the biblical standard of the sanctity of life and marriage.
3. Agree with and be willing to uphold the Statement of Principle, Statement of Faith, and other Care Net of Puget Sound statements and policies.
4. Bachelor's degree in communications or marketing. If bachelor's in communications, a minor in marketing is preferred.
5. 3–5 years of experience in communications, marketing, or a related field preferred; nonprofit or mission-driven organization experience is a plus.
6. Proven leadership and project management skills, including experience supervising staff, managing timelines, and collaborating across teams.
7. Strong creative, strategic, and visionary thinking, with demonstrated experience developing and executing communication, marketing, and public relations plans.
8. Excellent written and verbal communication skills, including experience with press releases, presentations, and media engagement.

9. Proficient in digital and print communications, including overseeing the production of marketing materials, social media, websites, and email marketing.
10. Working knowledge of relevant tools, such as Adobe Creative Suite (InDesign, Photoshop), basic video production, website editing, and SEO best practices.
11. Highly organized and detail-oriented, able to manage multiple projects and deadlines with minimal supervision.
12. Personable and team-oriented, with strong interpersonal skills and a commitment to advancing a Christ-centered, life-affirming mission.

Essential Functions:

1. Lead and oversee all communications & marketing efforts
 - a. Advance the mission of Care Net of Puget Sound by ensuring clear, consistent branding and messaging across all audiences—clients, patients, donors, and volunteers.
 - b. Oversee all communication plans and channels, including email marketing, websites, Google Ads, social media, print advertising, and promotional campaigns.
 - c. Direct creative strategy and storytelling to align with ministry goals and connect with various target audiences.
 - d. Manage crisis communication and serve as media liaison, actively building relationships with media contacts and ensuring timely, mission-centered responses in public-facing situations.
2. Brand & Messaging Strategy
 - a. Uphold and strengthen Care Net of Puget Sound's brand identity, ensuring all messaging is consistent, compelling and mission aligned.
 - b. Develop and maintain brand guidelines and messaging frameworks that communicate clearly to clients, patients, donors, volunteers, and the broader community.
 - c. Review and approve content across all channels to ensure alignment with tone, voice, and theological integrity.
3. Team, Vendor and Partner Oversight
 - a. Lead and serve internal Communications & Marketing staff, providing guidance, direction, and support for individual and departmental goals.
 - b. Manage relationships with third-party vendors and creative professionals (e.g., photographers, videographers, printers, AV teams for events such as Light & Life).
 - c. Maintain and grow strategic partnerships with third-party organizations and partner ministries such as Vitae Foundation, Masterworks, and Save the Storks to support mission-aligned initiatives and campaigns.
4. Strategic Project & Event Management
 - a. Provide strategic oversight and oversee project management for campaigns, events, and cross-departmental initiatives.
 - b. Equip and train other staff in managing and leading communications-related projects and timelines.
 - c. Write and edit scripts for major events, speaking engagements, and promotional materials to ensure messaging is clear, compelling, and mission aligned.
5. Computer & Technical Skills
 - a. Proficient in Microsoft 365 tools (Word, Excel, Outlook, Teams etc.)
 - b. Working knowledge of tools such as Adobe Creative Suite, with the ability to oversee design and branding projects in collaboration with creative staff or vendors.

- c. Basic understanding of website management, SEO, and digital trends, with the ability to guide strategy and support vendor or internal team execution.
- d. Ability to lead video production efforts, including planning, scripting, and reviewing content; familiarity with editing processes is helpful but not required.

6. Physical Requirements & Work Assignment

- a. The physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be available to enable individuals with disabilities to perform the essential functions.
 - i. The employee is regularly required to use hands to finger, handle, or feel; talk, hear, taste or smell. The employee is frequently required to stand, walk, reach with hands and arms, and maintain physical balance. The employee is occasionally required to sit and stoop. The employee is rarely required to kneel, crouch or crawl. The employee will regularly lift and or move items up to 10 lbs. The employee will sometimes lift and move up to 25 lbs. Vision requirements include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus.
- b. The work environment described is representative of those an employee encounters while performing essential functions of this job. Reasonable accommodation may be available to enable individuals with disabilities to perform essential functions.
 - i. The noise level in the work environment is usually moderate; lighting is primarily florescent.
 - ii. May experience periods of high stress due to quick production and distribution of communication pieces.

7. Image

- a. As a representative of Care Net of Puget Sound, whether at work or on your own time, your actions and appearance will reflect on the ministry. It is important to be mindful of your service to Jesus Christ in all that you do as you reflect Christ to others.
- b. Take time for spiritual growth and needs.

Care Net staff members adhere to the mission of Care Net of Puget Sound, its Statements, Operations, and the Policy and Procedures of the organization.

Please click the link below to apply for this position.

[**Click Here to Apply**](#)