

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

Digital Marketing & Communications Specialist Job Description

Job Title	Digital Marketing & Communications Specialist	Pay Range	\$22.00-\$25.00*
Reports to	Communications & Marketing Director	Supervision	May oversee volunteers as needed
Work Location	Hybrid		
FLSA Status	Hourly, non-exempt	Data Classification	Category IV
Benefits	<p>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</p> <p>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 90th day of employment, and Holiday Pay</p>		

**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 Digital Marketing & Communications Specialist plays a key role at Care Net of Puget Sound in sharing our mission, expanding our impact, and engaging our audiences through clear and compelling communication. Working closely with the Communications & Marketing Director and Marketing Specialist, this role supports core communication efforts across email, web, and social media, while also coordinating prayer communications that invite our supporters into intentional intercession for the women and families we serve.

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, sexual purity 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 related to core ministry principles.
4. Excellent written and verbal communication skills with demonstrated experience in mass communications, storytelling, and audience-centered messaging.
5. Demonstrated digital marketing acumen, including understanding of content marketing, email marketing, and integrated campaign strategy.
6. Experience developing and executing social media strategies across platforms (Facebook, Instagram, YouTube, etc.), including content planning, audience engagement, and growth initiatives.
7. Ability to create, schedule, and manage content calendars aligned with organizational goals, campaigns, and key ministry moments.
8. Experience tracking, analyzing, and reporting on digital performance metrics (engagement, reach, conversions, email performance, website traffic) and using insights to optimize future campaigns.

9. Working knowledge of social media management tools and analytics platforms (such as Meta Business Suite, Google Analytics, email marketing platforms, or similar tools).
10. Knowledge of website management, basic web editing, and search engine optimization (SEO) best practices.
11. Experience in office operations and proficient computer skills (Microsoft 365 preferred).
12. Exhibit strong organizational skills, attention to detail, is self-motivated, dependable, and responsible.
13. Demonstrates initiative; has vision and can make changes easily.
14. Experience in both print and electronic media.
15. Able to exercise effective judgment, sensitivity, and creativity to changing needs and situations.

Essential Functions:

1. Email & Donor Communications
 - a. Draft, proof, and schedule donor emails and event communications.
 - b. Segment email lists and tailor messaging to specific audiences when appropriate.
 - c. Monitor email performance metrics such as open rates, click-through rates, and conversions, and provide recommendations for improvement.
 - d. Assist with print proofing coordination for newsletters and appeals as needed.
2. Digital Marketing, Website & Social Media Support
 - a. Support the development and execution of integrated marketing campaigns across email, social media, website, and print.
 - b. Maintain and update supporter and client facing website content, including events, blogs, and key organizational information.
 - c. Execute social media strategies that increase engagement, reach, and audience growth.
 - d. Plan, schedule, and publish social media content across platforms such as Facebook, Instagram, TikTok, and YouTube.
 - e. Execute paid and organic social media strategies that increase engagement, reach, and audience growth.
 - f. Engage with followers by responding to comments and messages in a timely and appropriate manner.
 - g. Track and analyze social media performance and adjust content strategies based on insights.
 - h. Coordinate internal review of client blog posts (written by medical staff).
 - i. Proof client blog posts for clarity, grammar and alignment with ministry voice before publishing.
3. Operations & Program Support
 - a. Maintain Google My Business (GMB) listings for all clinics, including creating weekly posts.
 - b. Support collection of quotes, photos, and impact stories for marketing use.
 - c. Provide occasional support for internal communications and print materials.
4. Prayer Coordination
 - a. Draft and send bi-weekly or monthly prayer emails to Care Net's prayer team.
 - b. Maintain updated prayer partner list and coordinate prayer team onboarding.
 - c. Collaborate with staff to gather current prayer requests and praise reports.
5. Branding & Messaging
 - a. Ensure consistent use of ministry voice and visual branding across all materials.
 - b. Review content with a lens of clarity, compassion, and mission alignment.
 - c. Uphold brand standards across digital, print, and in-person communications.
6. Meetings
 - a. Is a part of Care Net of Puget Sound staff and will attend all-staff meetings, retreats and functions for planning and team development.

- b. Is a member of the Admin Staff and will attend all scheduled Admin Team Meetings.
- c. Is a member of the Communications team and will attend meetings as assigned by the Communications & Marketing Director.

7. Physical Requirements and Work Environment

- 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 and taste or smell. The employee is frequently required to sit, stand, walk, reach with hands and arms, and maintain physical balance. The employee is occasionally required to stoop. The employee is rarely required to kneel, crouch or crawl.
 - ii. The employee will regularly lift and move items up to 10 lbs. The employee will sometimes lift and move up to 25 lbs.
 - iii. 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 accommodations may be available to enable individuals with disabilities to perform the essential functions.
 - i. When working onsite, the noise level in the work environment is usually moderate and the lighting is primarily florescent.
 - ii. May experience periods of high stress due to quick production and communication demands.

8. 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](#)