



**AVA CARE**  
OF HARRISONBURG  
ADVOCATE. VALIDATE. ANSWERS.

## **Job Title: Director of Marketing**

**Status:** Part-time, 32 hours  
**Reports to:** Executive Director

### **Objective of Position:**

The Director of Marketing advances the mission, vision, and values of AVA Care of Harrisonburg primarily by raising awareness for and promoting a positive image of the organization in the community. Additionally, this position is responsible for planning, organizing, and directing all communication efforts for AVA Care including advertising, marketing, and branding efforts.

Below are the essential duties and responsibilities, other duties may be assigned.

### **Shift Responsibilities**

- Manage agency communication, including newsletters, blogs, and community outreach events.
- Manage online presence including websites, social media pages, client reviews, Google, etc.
- Coordinate all advertising efforts to effectively reach women in our community facing unintended pregnancy.
- Ensure integrity of AVA Care's brand through consistent graphic design and messaging.
- Provide marketing, public relations, and graphic design needs for AVA Care's fundraising events.
- Develop annual marketing plan for AVA Care.

### **Qualifications:**

- Bachelor's degree required or equivalent combination of education, experience, or training in marketing or communications related field.
- Must have strong Christian faith and be in agreement with AVA Care's Core Values and Statement of Faith & Principles.