

## Communications Specialist

**Reports to:** Communications Manager

**Hourly Requirements:** Full-time/part-time



At the Center for Pregnancy Choices Metro Area, every team member is expected to demonstrate an unwavering commitment to the pro-life cause. Our staff fully embraces the ethical and moral standards outlined in the CPC's Statements of Faith and Principle, Core Values, Code of Conduct, and our mission: To Empower the Choice for Life.

We seek individuals who are not only aligned with our vision but are also innovative, detail-oriented, and collaborative in spirit. As an organization committed to making abortion unnecessary and unwanted in our state, we recognize that achieving this goal requires a deep level of sacrifice, flexibility, and passion. Staff should anticipate some evening and weekend work as part of our call to serve.

We value a solution-driven mindset and expect our team to be diligent, industrious, and resourceful – maximizing the generous support entrusted to us by our community. This work demands both heart and excellence as we pursue life-affirming impact together.

**Objective:** The Communications Specialist advances the mission, vision, and values of the Center for Pregnancy Choices Metro Area primarily by creating compelling and mission-aligned content. This position requires a flexible individual who is comfortable in front of the camera and behind the scenes, supporting the Communications Manager and collaborating across department. The Specialist ensures that the CPC Metro and Cline Center brands are consistently represented with integrity, creativity, and excellence.

### Minimum Qualifications

- Outstanding written communication skills
- Outstanding graphic design ability
- An ability to learn and work within a brand
- Strong organizational skills and the ability to work independently
- Ability to manage multiple projects
- A passion for and basic knowledge of the pro-life movement and a commitment to the sanctity of all human life, including familiarity with scripture pertaining to the sanctity of life, forgiveness, and salvation

### Communications Specialist Functions

- Help design outreach materials and manage website updates
- Proofread and assist with graphic design for events and donor materials
- Track analytics and prepare performance reports
- Support college outreach and identify new communication opportunities
- Coordinate with media outlets for features and paid placements
- Execute ad placements and collaborate on marketing campaigns
- Monitor trends and engage audiences via social media and Google
- Maintain consistent voice, style, and branding across platforms
- Create monthly calendars with engaging graphics and reels
- Develop and manage content for websites, social media, and blogs
- Complete other tasks as assigned

### Spiritual and Personal Expectations



Team members at the Center for Pregnancy Choices are expected to:

- Uphold CPC's policies and procedures with integrity and consistency
- Demonstrate dependability, stability, and a clear commitment to the responsibilities of the position
- Support the religious mission of CPC and actively encourage the spiritual growth of both staff and clients
- Express a genuine desire to reach and support at-risk patients considering abortion
- Affirm the humanity of the unborn child in conversations with patients, guests, staff, and the community
- Share the gospel of Jesus Christ and pray with patients and supporters, as appropriate and led
- Lead or participate in team prayer and devotional times as opportunities arise
- Maintain a personal, vital, and growing relationship with Jesus Christ
- Be an active, committed member of a local, gospel-preaching church
- Believe in the sanctity of all human life, from conception to natural death
- Exhibit strong interpersonal skills and spiritual maturity – taking initiative and embracing servant leadership
- Be self-motivated and well-ordered in both personal and professional life
- Demonstrate a warm, gentle, and hospitable spirit to the CPC family, including staff, supporters, and clients

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I have read, understand, and accept the description for my position. A copy of the Position Description has been given to me for my records. I acknowledge, understand, and agree that:

- It is to inform and assist me in the performance of my duties.
- It does not constitute an employment contract or confer any rights for any employee.
- It is subject to change at any time without prior notice.

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Employee Signature

Date