



Affiliate Communications Specialist

Department: Marketing and Communication
Exempt/Non-Exempt: Exempt
Reports To: Director of Marketing and Communication

Direct Reports:
None

Position Focus

The **Affiliate Communications Specialist** will be responsible for assisting the Affiliate Education Team with serving Care Net's affiliate network through all forms of communication; and writing, editing, and deploying content that educates, equips, and enriches Care Net's network of affiliated pregnancy centers.

The ACS marketing responsibilities include ensuring workflows are set up and active for affiliate communications and purchases through the bookstore and helping with email communications when needed.

The ACS will assist in the content creation of affiliate-facing communication that will cover topics such as client care, evangelism, marketing, fundraising, governance, and more. Content will be deployed via a variety of websites, Facebook pages, and other forums designed to ensure that Care Net-affiliated pregnancy centers have access to high-quality educational content across a wide and growing variety of platforms.

Primary Responsibilities

Affiliate Education

- Assists with developing, updating, and promoting regular Care Net content for affiliates, including emails, blog posts, and social media posts.
- Works cross-departmentally on content for affiliates.
- Assists with webinars for Care Net affiliates as needed
- Troubleshoots issues that may arise with the Care Net affiliate portal such as broken links, updated images, and blogs needing to be updated.
- Creates email lists for affiliates.
- Ensures affiliate education workflows are set up and active.
- Troubleshoots affiliate email difficulties: bounced emails, unsubscriptions, subscriptions.
- Assists with annually updated company profiles for affiliates.
- Create forms and landing pages when needed for special projects.
- Performs duties, as assigned, at the Care Net National Conference.
- Participates in other events, meetings, speaking engagements, and other activities as Care Net's representative, as assigned.

Affiliate Marketing

- Assists with email communications for products marketing to affiliates, when needed.
- Ensures all product workflows are active and working for purchases made through the Care Net Bookstore.

- **Other Duties as Assigned**

Minimum Qualifications

- Committed Christian who demonstrates a personal relationship with Jesus Christ as Lord and Savior.

- Agrees with and can uphold Care Net's Statement of Faith, Vision/Mission, and Core Values.
- Possesses a strong commitment and dedication to the pro-life position and related sexual purity issues.
- Able to work with a diversity of cultures and Christian denominations, backgrounds, and traditions.
- Able to provide Christian prayer support to members of Care Net's affiliate network.
- Polished oral and written communication skills and strong interpersonal communication skills.
- Comfortable in a fast-paced, creatively demanding work environment that requires meticulous attention to detail
- Bachelor's degree from an accredited four-year college or university or Associate's Degree.
- Willing to be flexible as needs arise and plans may be changed.
- Proficient in the standard use of business systems such as Microsoft Office Suite and Google Suite.
- Outstanding organizational skills

To apply for this position, please email your resume and cover letter to Amanda Clark, Director of Marketing and Communication, at aclark@care-net.org