

# *HEARTBEAT INTERNATIONAL*

## **Job Description**

**TITLE:** Marketing Specialist (Full time; Exempt)  
**DEPARTMENT:** Communications & Marketing  
**REPORTS TO:** Vice President, Communications and Marketing  
**Remote Work Status:** Position reports to Columbus, OH office

### **SUMMARY**

The Marketing Specialist will perform research, analyses, and testing to gain insights and shape Heartbeat International's (HBI) marketing and communications strategy. This role involves collaboration with team members to optimize automation, lead nurturing processes, and assist in the execution of marketing and communications plans, in addition to playing a critical role in creating and distributing content across various channels to effectively reach and engage our target audiences. All tasks and responsibilities are performed in accordance with and to promote Heartbeat International's pro-life mission and vision and Christian core beliefs and core operational values.

### **PRIMARY RESPONSIBILITIES**

1. Collaborate with team members to optimize automation and lead nurturing processes through email, content, events, and social channels.
2. Assist in executing marketing plans to effectively reach target audiences through various channels.
3. Conduct research and analyses using a variety of tools to gain insights and inform marketing strategies.
4. Create and distribute monthly reports on critical metrics, including lead generation, content creation, website traffic, and other key performance indicators (KPIs).
5. Support HBI teams in the development and execution of campaigns, including content creation, new-product launches, social media, upselling, cross-selling, and sales enablement.
6. Special projects or tasks as assigned by supervisor.

### **SUPERVISION (Received/Exercised)**

Work performed independently with supervision available. Organize work and set priorities based on schedule and office priorities established by supervisor. The supervisor regularly reviews non-routine work and periodically reviews routine work. Evaluate information to determine appropriate process based on established guidelines.

### **QUALIFICATIONS**

1. BA/BS degree in marketing, business, communications, or other related field, or equivalent combination of education and professional work experience.
2. Minimum of 2 years' experience in a marketing role, preferably within a similar organization.
3. Excellent written and verbal communication skills.
4. Ability to create and interpret reports on marketing metrics.
5. Experience with content creation, social media, and campaign management.
6. Strong organizational skills and attention to detail.
7. Creative thinking and problem-solving abilities.
8. Familiarity with pro-life advocacy and/or experience working in a non-profit organization is desirable.

9. Proficiency in utilizing marketing software and tools (e.g., Email Marketing Software, Google Analytics, etc.).
10. Interest in working in collaborative, cross-team capacity to function across HBI roles and departments to spotlight HBI's services and products.
11. Ability and willingness to demonstrate commitment to HBI's mission, vision, core operational values, and core beliefs in the execution of position responsibilities.
12. A willingness to share the gospel of Jesus Christ by word and example to encourage affiliates, staff, and others and to contribute to an office environment conducive to supporting HBI's Christian ministry of life.
13. A servant's heart with the ability to understand how all support tasks impact HBI's ministry of supporting life.