



Position Title: Director of Affiliate Communication

Office: Care Net, Lansdowne, VA or remote

Department: Communication and Marketing

Exempt/Non-Exempt: Exempt

Reports To: Chief Outreach Officer

Direct Reports: Assoc. Director of Marketing and Communication; Senior Manager of Affiliate Education; Affiliate Care Manager

Position Focus

The Director of Affiliate Communication is a strategic leadership role responsible for the design, execution, and oversight of Care Net's affiliate-facing communications, digital marketing initiatives, and educational programming. This role bridges the gap between Center Services, Marketing, and Strategic Planning to ensure that Care Net's affiliates are equipped with high-quality resources, training, and support. The Director of Affiliate Communication oversees the full lifecycle of affiliate engagement, from webinars and guest blogs to the technological infrastructure (HubSpot) that powers the affiliate experience.

The Director of Affiliate Communication (DAC) will be responsible for Care Net's creation and deployment of content designed to educate, equip, and enrich Care Net's network of affiliated pregnancy centers.

As the director of Care Net's affiliate education efforts, the DAC will work with the Assoc. Director of Marketing and Communication, the Senior Manager of Affiliate Education, and the Affiliate Care Manager, as well as with other departments to write, edit, assign, aggregate, and deploy content for Care Net's center-facing web properties. Content 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.

The DAC will manage a multidisciplinary team across Affiliate Education, Marketing, and Bookstore/Warehouse operations, and conduct performance reviews for direct reports.

Responsibilities:

Strategic Affiliate Engagement & Education

- **Curate & Host Affiliate Webinars:** Direct monthly affiliate webinars, including identifying subject matter experts, scheduling, hosting, and managing post-webinar follow-ups.

- **Content Management:** Oversee guest blogs, sourcing thought leadership from affiliate leaders and partners to provide ongoing value to the affiliate network.
- **Relationship Management:** Execute a consistent "Pulse Check" strategy, conducting direct outreach to affiliates to gather feedback, identify needs, and maintain organizational health.
- **Integration Lead:** Coordinate the integration of helpful third-party partners into Care Net affiliate communications.
- **Internal Communications Liaison:** Facilitate monthly cross-departmental strategy sessions to audit upcoming initiatives and determine the most effective distribution channels (e.g., segmented email, affiliate Facebook community, webinar, Vlog, or guest blog) for departmental content, ensuring a streamlined and cohesive experience for the affiliate network.

Multi-Channel Communications & Branding

- **Campaign Development:** Write, segment, and deploy complex email marketing campaigns for major initiatives in coordination with the Senior Manager of Affiliate Education.
- **Product Marketing:** Assist in "Marketing Sprints" for new resources, including the development of landing pages, promotional videos, and sales collateral (e.g., Fatherhood & Family Tip Cards, Church Engagement events, etc.).
- **Web Presence:** In coordination with the Senior Manager of Affiliate Education and the Associate Director of Marketing & Communication, ensure the Affiliate Portal is updated as well as the Affiliate Facebook Group, ensuring a seamless user experience for affiliates accessing resources.

Digital Operations & Technology Leadership

- **CRM Governance:** Act as the MarComm department data manager for HubSpot and assist in HubSpot Standard Operating Procedures (SOPs). Oversee database hygiene, email labeling standards, and the creation of "campaigns" to track initiative health.
- **AI Integration:** Explore and implement AI tools to improve affiliate communication efficiency and enhance email open/click rates.
- **Data Analysis:** Track and report on communication metrics (click rates, registration numbers, analytics rates, etc.), using data to pivot communication strategies as needed.

Other Duties as assigned

Required Skills & Qualifications

- Pregnancy center experience: Experience in a director-level or similar position at a life-affirming pregnancy center, in which leading a team and thinking strategically were part of the role.
- Strategic Communication: Exceptional copywriting and editing skills with the ability to segment messaging for diverse affiliate audiences.
- Technical Proficiency: Advanced experience with HubSpot, WordPress, and Click-Up. Familiarity with AI tools for content optimization is a plus.
- Project Management: Proven ability to manage long-term projects while maintaining high-volume recurring tasks.
- Conflict Resolution: Strong interpersonal skills, as evidenced by ongoing professional development in high-stakes communication.

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.
- Polished oral and written communications skills and strong interpersonal communications skills.
- Comfortable in a fast-paced, creatively demanding work environment that requires meticulous attention to detail
- Experience using a marketing automation platform such as Hubspot.
- Experience creating landing pages through platforms like Hubspot or Unbounce
- Bachelor's degree from an accredited four-year college or university.
- Seven or more years of experience leading an organization's efforts in inbound marketing, digital fundraising, social media management, and/or related fields.
- Experience working with a web-based CMS
- Copywriting experience
- SEO experience
- Proficient in the standard use of business systems such as Microsoft Office Suite and Google Docs.
- Outstanding organizational skills
- Have a keen sense for how to make content compelling using images, headlines, and other publishing elements

To apply, please fill out the online application at this webpage:

<https://recruiting.paylocity.com/recruiting/jobs/All/96755c0a-be5c-4cac-b97e-9a7ddfd42cce/CARE-NET>