



Affiliate Communications Manager

Department: Marketing and Communications
Exempt/Non-Exempt: Exempt
Reports To: Senior Manager of Affiliate Communications

Direct Reports:
None

Position Focus

The **Affiliate Communications Manager** will be responsible for assisting the Affiliate Communications 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 ACM 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

- 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 the Senior Manager of Affiliate Communications with outside partnership communications.
- Assists with webinars for Care Net affiliates as needed.
- Assist the Senior Manager of Affiliate Communications with planning and hosting Care Net TV and other relevant recordings for affiliates and our public-facing audience.
- Troubleshoot issues that may arise with the Care Net affiliate portal, such as broken links, updated images, and blogs needing to be updated.
- Assist department team members on maintaining updates to the affiliate portal (including staffing updates, website and landing page changes, vendor updates, and as assigned).
- Create email lists for affiliates.
- Ensure affiliate education email workflows are set up and active.
- Troubleshoot affiliate email difficulties: bounced emails, unsubscriptions, and subscriptions.
- Assist with annually updated company profiles for affiliates.
- Assist the Affiliate Care Manager in verifying updates of affiliate records in Hubspot
- Create forms and landing pages when needed for special projects.
- Perform duties, as assigned, at the Care Net National Conference.
- Participate in other events, meetings, speaking engagements, and other activities as Care Net's representative, as assigned.
- Assist with email communications for product marketing to affiliates, when needed.
- Serve as a member of the affiliation renewal team, helping to coordinate and communicate the affiliation renewal process to pregnancy center affiliate leaders.
- **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.
- Knowledge and/or experience in pregnancy center ministry.
- 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

Employee Acknowledgement:

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

1. It is for the purpose of information and to assist me in the performance of my position at Care Net.
2. It does not constitute an employment contract with Care Net.
3. It does not confer any rights for any employee.
4. It is subject to change at any time without prior notice.
5. It is the property of Care Net.

I understand and agree that my employment with Care Net is "at will" and may be terminated at any time, with or without cause, for any or no reason, and with or without prior notice.

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