



Caris Pregnancy Counseling and Resources

Who We Are

Caris Pregnancy Counseling and Resources (Caris) is a faith-based nonprofit organization helping women and children thrive during and after unplanned pregnancy. We provide professional counseling and connect women to communities of support using a grace-filled approach.

Marketing Manager/Senior Graphic Designer

Caris seeks a dedicated, strategic Marketing Manager with exceptional graphic design experience to work on-site at their downtown Chicago office. Remote working opportunities will be available. The Marketing Manager will report directly to the Executive Director.

The Marketing Manager is both strategic and tactical. They strategically provide leadership and overall advisory with regard to new marketing initiatives, management, and general best practices across all relevant channels, and also are detail-oriented, deadline-driven, and have the ability to implement the plans they establish.

The Marketing Manager helps facilitate the day-to-day marketing direction and operations of Caris, and also plans for the future with regard to new program marketing, client marketing, and donor marketing. The Marketing Manager plays a key role in supporting the work of the Advancement and Program Teams.

The main roles and responsibilities of the Marketing Manager are to meet or exceed established Caris marketing goals, and ensure the organization is moving forward with marketing excellence and on-time delivery against established timelines.

Reports to: Executive Director
Location: Chicago Loop & Remote
Hours: 24-32 hours/week
Rate: Negotiable Based on Experience

All Caris staff must exemplify a committed and consistent walk of Christian faith and dependence on Jesus. They must have a personal calling to ministry as well as the specific mission and vision of Caris.

Responsibilities

Responsibilities include but are not limited to:

- Work on a wide range of deliverables including marketing and promotional collateral, digital and web assets (email templates, social media creative, banner ads) and more
- Upholding all the organization's branding guidelines and ensure design integrity, appropriateness, and visual appeal as needed
- Manage multiple projects while working effectively under fast-paced deadlines
- Create and manage all creative assets and resources for record keeping and reference
- Design all marketing materials, electronic and printed, that are client and donor facing.
- Ensure that the Caris brand is professional and consistent across all marketing materials.
- Create and implement a comprehensive social media strategy that supports our fundraising efforts and our client facing content.
- Research ways to improve Caris' social media presence and implement it.
- Contribute to a healthy team culture through Christ-centered character, professionalism, responsiveness, and clarity in communication.

Qualifications

- BA or BS in Marketing, Business Management, or similar degree
- 3-5 years of professional graphic design experience (A design portfolio will be requested)
- High proficiency in Adobe Creative Illustrator, InDesign and Photoshop & Microsoft Office Suite
- Ability to handle a mix of design work
- Ability to execute on creative projects and translate big ideas into executable creative concepts
- Strong ability to understand target audience from a user-centered design perspective
- Ability to prioritize when working on multiple simultaneous projects
- 3+ years of working in a non-profit organization or a Christian ministry highly desired
- Passion and calling to serve women and children of unplanned pregnancy in Chicagoland and heart to align with God's heart for both to thrive highly desired
- Excellent communicator, both written and verbal
- Ability to learn quickly and be resourceful
- Team-mentality and recognition of the importance of a healthy team culture

Caris is a Christian nonprofit organization. Candidate must be in alignment with the Caris mission, statement of faith and statement of principle.

Please submit an application at www.caris.org/careers and include your cover letter and resume. **In your cover letter, please explain why you have a desire to work for a Christian nonprofit organization.**

No phone calls.