



Marketing Coordinator

The Christine Center

Classification: Part-Time (20-25 hours per week), Hourly (Non-exempt)

Location: Primarily remote, with scheduled on-site days a minimum of every 6–8 weeks, with the opportunity to work onsite more frequently if desired

Reports To: Director of Programming & Communications

Salary Range: \$15–\$17 per hour

Position Summary

The Marketing Coordinator plays a key role in realizing The Christine Center's mission through thoughtful and steady digital outreach. This position translates the marketing plan into consistent, welcoming digital communications that invite individuals to engage with our retreats, programs, and spiritual community. Responsibilities include planning and scheduling digital marketing campaigns, creating clear and visually aligned online content, nurturing engagement across digital platforms such as email and social media, maintaining website content, measuring digital outreach effectiveness, and ensuring that all digital messaging reflects the Center's spirit and supports its growth.

Key Responsibilities

Marketing Strategy Implementation

- Maintain a monthly schedule derived from the annual marketing plan and campaign themes.
- Execute program-specific marketing plans.

Content Creation

- Draft e-news blurbs, social media captions, and other copy that is clear, engaging, and aligned with the Center's voice.
- Build and send the bi-weekly e-news.
- Maintain a shared content calendar with the Director.
- Select and edit images that reflect the spirit of the Center.

Program Promotion

- Prepare promotional timelines for each retreat.
- Coordinate outreach timing across email, social media, and web platforms.
- Schedule and manage social media posts using platform tools.

- Update program listings on the Center website and partner sites.

Design & Branding

- Design flyers, ads, and digital graphics using Canva (or equivalent).
- Ensure all visuals follow branding guidelines.
- Support the creation of seasonal and thematic marketing materials.

Audience Engagement

- Monitor and respond to inquiries and comments on social platforms.
- Curate content that highlights community stories and spiritual themes.
- Track audience engagement and adapt content strategies as needed.

Campaign Analysis & Reporting

- Track key performance indicators (KPIs) such as open rates, click-through rates, and social engagement metrics.
- Share monthly reports with the Director.
- Support data-informed refinements to marketing strategy.

Collaboration & Workflow

- Attend weekly organization, team, and individual meetings.
- Collaborate on cross-promotional campaigns and special initiatives.
- Help maintain shared marketing systems, templates, and calendars.

Qualifications

Required

- Familiarity with email marketing platforms (e.g., Constant Contact), social media scheduling tools, and Canva or similar design software.
- Familiarity with website management systems (e.g., WordPress with Divi builder).
- Basic knowledge of SEO best practices.
- Familiarity with spiritual environments.
- Strong writing and editing skills; able to convey contemplative and spiritual themes with clarity and warmth.

Preferred

- Organized, self-directed, and collaborative.

- Willingness to learn basic website management.
 - 2+ years of experience in marketing, communications, or a related field, preferably within a mission-driven or nonprofit setting.
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Work Environment & Schedule

This is a 20-25-hour-per-week position with potential to move to full-time. Partial weekends required as needed to align with department schedules and support key program launches.

Benefits

- **Mission-Driven Work:** Be part of a community rooted in offering contemplative support to individuals of all spiritual paths.
 - **Student Loan Forgiveness:** Eligibility for federal student loan forgiveness programs.
 - **Health & Wellness:** Wellness healthcare stipend and HRA/FSA options.
 - **Free Meals:** Enjoy nutritious meals prepared on-site during retreat programs.
 - **Paid Time Off:** Paid vacation and holidays to support your well-being.
 - **Supportive Environment:** Work in a flexible, compassionate setting where your contributions are valued,
 - **Retreat Opportunities:** Attend select retreats at no cost, if desired, as part of your professional and spiritual development.
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To Apply, please complete this form: <https://forms.office.com/r/QTHbAqE44L>

The Christine Center is an equal opportunity employer and welcomes applicants from all backgrounds.