



## **Marketing and Communications Manager**

**The Good Samaritan Health Center of Gwinnett** (Good Sam Gwinnett and GSHCG), established in 2004, is a non-profit organization operating two charitable clinics in Gwinnett County (Good Sam East and Good Sam West, both in Norcross) providing low-cost medical and dental services, spiritual counseling services, and access to medications across the life span of poor and uninsured children and adults.

### **Description of the Organization**

The mission of Good Sam Gwinnett is to demonstrate the love of Christ through providing medical and dental services, access to prescription medication, and biblical counseling to the poor and uninsured. Our goals include:

- 1) Providing quality, low-cost, and easily accessible primary healthcare and dental services to people experiencing poverty and uninsured,
- 2) Decreasing the demand of the uninsured for non-emergent medical services in the emergency room,
- 3) Providing a venue for rising medical professionals to become equipped to address the needs of disadvantaged patient populations.

The benefits of achieving our goals include helping to eliminate health disparities for poor and uninsured populations, helping to reduce the cost of indigent care in the public healthcare delivery system, and increasing awareness among medical professionals of the unique needs and challenges of people experiencing poverty and the uninsured.

### **Position Summary**

The purpose of the Marketing and Communications Manager is a multifaceted role critical in enhancing Good Sam Gwinnett's visibility, reputation, and community engagement. This position combines Marketing and Communications Manager elements to promote the organization's mission, services, and initiatives while building and maintaining strong relationships with businesses, churches, and other community members to increase awareness of Good Sam Gwinnett's services and enhance community support.

## **Position Responsibilities**

### **1. Marketing and Communication Management**

- In coordination with the Director of Development, develop and implement marketing strategies and campaigns to increase awareness of Good Samaritan Health Centers of Gwinnett.
- Create compelling digital and print media content, including brochures, newsletters, social media, and websites.
- Manage the organization's branding, ensuring consistency and alignment with its mission and values.
- Monitor and analyze marketing efforts to measure effectiveness and make data-driven improvements.
- Manage social media accounts to increase engagement and followers.
- Create and share content highlighting Good Sam Gwinnett's impact and success stories.
- Serve as a spokesperson for Good Sam Gwinnett, representing the media, churches, businesses, and community events.
- Prepare and disseminate press releases, news articles, and other communications materials.
- Manage internal communications to ensure staff and volunteers are informed and engaged.
- Collaborate with the Director of Development on fundraising activities and campaigns such as Spring and End of Year.
- Track and report on the effectiveness of marketing and outreach efforts using relevant metrics for leadership and the board of directors.

### **Required Position Experience, Education and Skills**

- Possess a bachelor's degree in marketing, Communications, Public Relations, or a related field.
- Possess analytical, communication, creativity, content creation, marketing planning, social media and marketing campaign planning skills.
- Have a heart for Christian ministry – Good Samaritan Health Centers of Gwinnett is a Christian ministry, and we expect employees to share the Gospel with our patients and volunteers readily.
- Possess at least three years of experience in marketing and communications.
- Excellent interpersonal and communication skills, with the ability to connect with diverse audiences.
- Relate to diverse constituencies and work as part of a team.
- Self-starter comfortable with taking the initiative and setting own schedule
- Manage multiple tasks, set priorities, respond to unanticipated situations, and work effectively under pressure.
- Maintain an upbeat, positive, "can do" attitude.
- Handle multiple projects simultaneously.

- Exhibit excellent organizational skills and attention to detail.
- Able to work flexible hours, including evenings and some weekends (attending events to represent Good Sam Gwinnett)
- Computer literate; able to utilize technological resources including CRM system (Bloomerang, Donor Search, etc.)
- Comfortable using Word, Excel, and PowerPoint
- Bi-lingual a plus.

**Compensation**

Commensurate with experience.