



JOB OPENING: *Marketing Manager*

Cornerstone Christian Counseling is a vibrant, faith-based organization that places a high value on caring for our clinicians and clients well while pursuing excellence in all we do. Currently we are looking for a part time employee (24 hours/week) to join our team as our Marketing Manager. If you are passionate about helping people start their healing journey and are great at strategic marketing, we'd love to hear from you!

Please review the below job description carefully and we will look forward to hearing from you if you believe you are a qualified candidate for this position.

Department: Marketing

PT/FT: PT (24 hours/week)

Location: Remote, preferably in CO

Reports to: Owner/Sean Taylor

FLSA Status: Non-exempt

Effective Date: As soon as possible

*Outside of Colorado, preference will be given to applicants located in TX, FL and OR

Job Summary:

The Marketing Manager serves as the main connection between Cornerstone and its surrounding communities. Their goal is to strategically govern the flow of new quality leads to keep Cornerstone Christian Counseling at a healthy pace with sustainable growth.

Duties/Responsibilities:

- Helps the client care teams forecast the availability of different counselors, counselor specialties, and counseling locations
- Generates monthly reports for new client intakes and conversion rates
- Forecasts how to best prepare for new counselor hires and internal transfers to ensure their caseloads are getting filled quickly
- Communicates to leadership regarding office utilization rates and potential new hire or new intern needs.
- Owns the sales funnel process, determining and strategizing around what it takes to get a client to call, who is most likely to call, and who will convert to being a client
- Strategically manages a content calendar for website updates (blogs, new page refresh, etc)
- Creates and distributes monthly digital newsletter to constituents
- Manages all website updates and functionality improvements, managing freelancers/outside contractors, as necessary

- Oversees all aspects of SEO management
- Manages Google AdWord and social media ads
- Owns GoogleMyBusiness and local marketing strategies
- Oversees all of Cornerstone's social media accounts
- Researches previous successful campaigns to understand what worked, what didn't and what can be improved
- Reviews the progress and success of a campaign, making adjustments or pitching ideas for new campaigns, as necessary
- Establishes beneficial pricing strategies through market research
- Manages marketing expenditures within the budget

Spiritual Responsibilities:

- It is important as an employee of Cornerstone Christian Counseling that you believe in our mission, vision, and Statement of Faith.
 - Mission: Helping people heal, grow, and thrive
 - Vision: We will help bring about a world where people are healed, restored, redeemed, and set free.
 - And Statement of Faith, found [HERE](#).

Required Skills/Abilities:

- Understands SEO and local marketing strategies
- Understands industry best practices
- Website design, basic code familiarity, experience with Divi or Wordpress
- Graphic design and Adobe experience
- Effective writing, speaking, presenting and active listening skills
- Data analysis, critical thinking, problem-solving and decision-making
- Creativity, adaptability and familiar with current marketing trends
- Project management skills, like goal-setting and deadline management
- Great organization, time management and prioritization abilities
- Experience with Google Suite

Education and Experience:

- Bachelor's degree or equivalent experience, required
- Three + years of general marketing experience, desired

Physical/Technology/Transportation Requirements:

- Prolonged periods of sitting at a desk and working on a computer. \$100 ergonomic stipend provided.
- Must have a secure/private working location as this role requires confidentiality and privacy of personal information.

- This position is a remote position that requires use of your own personal computer, smartphone and high-speed internet connection in order to work in all of our cloud-based software programs.

The hourly rate for this position will be \$27-31.00/hour, based on years of experience and expertise. Other benefits for this part time position include PTO and stipends for continuing education and/or ergonomics.

Please submit your resume and a brief cover letter letting us know why you think you're the best candidate for the job to hr@christiancounselingco.com. Because of the confidential information you will be privy to in this position, and due to the freedom you will have in being able to work remotely, references are requested with your resume and will be checked. Thank you, and we look forward to hearing from you!