HEARTBEAT INTERNATIONAL
Job Description

JOB TITLE: Director of the National Maternity Housing Coalition (as an affinity group of Heartbeat)
CLASSIFICATION: Full-Time; Exempt
REMOTE WORK STATUS: Position eligible to work remotely.
DEPARTMENT: Ministry Services
REPORTS TO: To be determined; likely Director within Ministry Services and/or Vice President, Ministry Services

SUMMARY: The Director of the National Maternity Housing Coalition is responsible for being the voice of and providing support to the maternity housing community with an emphasis on organizations affiliated with Heartbeat and/or the National Maternity Housing Coalition. This role is responsible for creating effective content to engage the maternity housing community using a variety of platforms for educational and fellowship purposes. All activities/functions of this position are to be consistent with and in support of pro-life mission and vision and Christian core beliefs and core operational values of both Heartbeat and the NMHC.

RESPONSIBILITIES:

1. Facilitate the National Maternity Housing Coalition with direction and supervision from Leadership Council. Support the functioning of the Leadership Council including nomination, orientation, communication, meetings, etc. Support the execution of Coalition goals, especially as written in Strategic Plan.
2. With input from associated groups, set and execute vision, messaging and voice for maternity housing movement including goals, strategies, and direction.
3. Recruit, develop, and support affiliate relationships with an emphasis on maternity homes. Facilitate high levels of communication with and responsiveness to affiliated members. Participate in Affiliate Care team meetings with other Heartbeat staff.
4. Create and/or facilitate the development of housing-specific training resources in various formats. Current formats include webinars, White Papers, podcasts, manuals, Zoom Power Conversations / Coffee Hours, video quick tips, and more. Advertise and promote resources across multiple platforms to increase utilization.
5. Facilitate housing-specific content, events, and representation within the Heartbeat Conference. Represent at and support other conferences with interest in maternity housing, including National Christian Housing Conference.
6. Create and maintain communication & marketing opportunities related to housing including related Facebook groups, other social media, Heart & Home e-blast, printed materials, websites, and more.
7. Mentor and coach housing programs with an emphasis on affiliated programs and start-ups. Includes being responsive to questions via emails, calls, IMs, and more.
8. Watch for and respond to emerging trends in the maternity housing community. Includes support for improved data, communication of observations, researching impact, and more.
9. Support and promote the integration of maternity housing content into other aspects of pregnancy help movement and/or promote the work maternity housing widely. May include generation of press releases and the creation of public facing housing materials.
10. Seek and support fundraising opportunities that include an emphasis on housing. This will include outreach to major donors with interest in residential programs.
11. Maintain customer communication records in CRM database and ensure records are accurate and complete. This includes tracking all communication with pregnancy help organizations via telephone calls, e-mail, etc.
12. Provide quality Christian caring service to all customers and contacts, including sharing the Gospel of Jesus Christ by word and example as may be appropriate.
13. Assist with other projects as assigned by the supervisor.

April 2021
SUPERVISION: (Received/Exercised): Receive periodic supervision from Heartbeat Vice President, Ministry Services and NMHC Leadership Council in form of general parameters and project directives. Make non-routine decisions involving analysis of situations based on parameters established and past related experience ensuring service provided conforms to HB’s Christian pro-life mission, vision, and core beliefs and values. Decisions affect relationship with HB constituencies. Plan/organize work to meet deadlines.

QUALIFICATIONS:

1. Eight+ years of Maternity Housing (or other Residential programming) experience a plus. At least 5 years’ experience in a leadership role.
2. College degree in a related area of study and/or demonstrated equivalent experience preferred.
3. Excellent verbal and written communication skills, with the ability to clearly communicate information to both experienced and novice audiences.
4. Effective interpersonal skills to build rapport with individuals and work well with other HBI staff, the NMHC Leadership Council, the Board, affiliated organizations, and the general public.
5. Experience with Microsoft Office (e.g., Excel, Word, PowerPoint), Google Drive, and similar programs for collaborative document creation, communications and content generation is essential.
6. Experience with Facebook and other communication platforms essential.
7. Ability to handle details accurately and efficiently.
8. Ability to articulate and value the variety of models and approaches found within maternity housing and support organizations in making decisions that fit their community.
9. Strong self-motivation and desire to advocate for maternity homes essential, in addition to strong organizational skills, and ability to manage time and effort to maximize results.
10. A willingness and desire to serve affiliates and other HB constituencies, including other staff, in support of and to promote Heartbeat International’s life-affirming ministry and God’s plan for our sexuality.
11. A willingness to share the gospel of Jesus Christ by word and example to encourage affiliates, staff, and others and to contribute to an office environment conducive to supporting HB’s ministry of life.