



Resource Center Manager

Position Title: Resource Center Manager
Office: Care Net HQ, Lansdowne, VA
Department: Communication and Marketing
Exempt/Non-Exempt: Exempt
Reports To: Chief Outreach Officer
Direct Reports: none

Position Focus

The Resource Center Manager leads the operation of and improvements to Care Net's online Resource Center, CareSource™. The Manager creates and manages relationships with vendors and customers to drive and increase sales over time. The Manager provides excellent internal and external customer service, and is responsible for inventory management of over 100 products, including collaboration with fulfillment vendors to deliver customer orders in a timely manner. The Manager will engage in phone, web, and email communications with customers and vendors.

The Manager also leads, in conjunction with the Marketing and Communication Department, the development and execution of Care Net's product marketing strategy to produce measurable sales growth according to tactical and strategic objectives. This includes generating monthly sales reports, assisting on product/pricing experiments, and using Care Net's Hubspot system to engage in social media and email driven marketing campaigns for Care Net's products, new and old.

As part of the Marketing and Communication department, contributes to Care Net's overall messaging related to sharing the Gospel, defending the unborn, and building Biblical families. Via product development efforts done in conjunction with the Center Services department, also works towards same goals -- sharing the Gospel, defending the unborn, and building Biblical families -- through products and services offered through CareSource™ to pregnancy centers, churches, and other stakeholders.

Primary Responsibilities

- Resource Center Management:
 - Edits and manages Care Net's Big Commerce ecommerce website; addresses customer service needs associated with the online ordering; manages store homepage graphics rotation; adds new products to system, adjusts product pricing and categories; works with outside vendors to maintain optimal website functioning as needed.
 - Answers external customer phone calls and oversees internal/external customer communications throughout the transaction process, providing high quality customer services through all stages of the customer experience.
 - Processes refunds, returns, and other related transactions.

- Resource Center Marketing:
 - Creates product marketing campaigns with an emphasis on social media and email promotion via Hubspot's inbound marketing system.
 - Works with the Mar-Comm team to devise and manage "offline" marketing campaigns.

- Works with the Graphics department to create print and digital collateral to market Care Net's products and services, including resource catalogs, postcard mailers, images for social media ads, and other digital and printed collateral.
- Writes, edits, and sends the monthly CareSource marketing email.
- Writes, edits, and sends other monthly special emails.
- Works with the Center Services department to ensure that key products and services are being prioritized in the marketing efforts and that marketing efforts are cross-departmental where appropriate.
- **Product Development**
 - Works with CC/CS department and Mar-Comm department to manage the organization's creation of a product development system/process.
 - Conducts surveys, polls, and other research methods to assess the product needs of Care Net's various audiences, especially pregnancy centers and their clients.
 - Works across Care Net departments, especially Center Services and Client Care, to research and conceptualize ideas for products and services that will meet the needs of Care Net's various audiences, including churches, pregnancy centers, and the general public.
 - Recruits internal staff or external consultants to create new products.
 - Works with the graphic design team to produce market-ready products and services.
 - Leads the conversion of appropriate existing print products and services to digital.
- **Inventory Management:**
 - Manages fulfillment vendor relationship; ensures inventory count and fulfillment/system accuracy.
 - Monitors stock levels stored at fulfillment vendor and forecasts future needs; creates Purchase Orders to replenish inventory and collaborates with accounting for entry into system.
 - Works with graphic design team to request quotes from print vendors to fulfill on products that need to be refilled in inventory
 - Works with rest of Mar-Comm Dept. to get new or updated products into inventory.
- **Miscellaneous Financial and Resource Management:**
 - Runs monthly sales reports; analyzes sales data, makes recommendations for marketing focus or sun-setting of products; pulls customer lists and sales reports as needed.
 - Works with Finance Department to ensure that transactions are being properly recorded in accounting system.
 - Manages product fulfillment and support related to Care Net webinars/trainings.
 - Manages product fulfillment and support related to Care Net's annual conference. Manages Care Net resource center's presence at conference.
- Other duties as assigned

Travel, Conference and Other Events

- Minimal travel, plus mandatory attendance at Care Net's annual conference (roughly 6 days travel).

Qualifications

Minimum Qualifications:

- Committed Christian who demonstrates a personal relationship with Jesus Christ as Lord and Savior.
- Agrees with and can uphold Care Net's Statement of Faith, Vision/Mission and Core Values.
- Possesses a strong commitment and dedication to the pro-life position and related sexual purity issues.
- Bachelor's Degree from an accredited college or university or equivalent work experience in sales, customer service, and/or materials and fulfillment vendor management

- Enjoys data, reporting, customer service, juggling duties and requests; demonstrates problem solving and analytical skills and can work independently in a fast-paced office environment; organized and detail oriented
- Willing to manage and lead change efforts related to Care Net's resource center, owns processes and procedures, and makes recommendations for improvements
- Experience with (or savvy to learn) online systems/websites; database entry and querying
- Proficiency with MS Word and Excel; experienced with inventory management systems
- Excellent oral and written communications skills; outstanding customer relations
- Strong interest in promoting involved, responsible, and committed fatherhood

Preferred Qualifications:

- Familiarity with accounting systems and running sales reports
 - Knowledge of printing process/printing industry
 - Management of a product distribution center or similar operation
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To apply:

Please send a cover letter and resume to Vincent DiCaro, Chief Outreach Officer, at vdicaro@care-net.org. Ensure that the cover letter focuses on why you'd like to work for Care Net, along with your technical qualifications. No phone calls please.

Prepared By: Vincent DiCaro, Chief Outreach Officer