



We are hiring a **Marketing Coordinator**

American Baptist Home Missions Societies (ABHMS) seeks a Marketing Coordinator to develop, coordinate and execute marketing campaigns. They will collect data about ABHMS' target demographics and be well-versed in marketing best practices to improve the organization's marketing efforts. They will also track sales data and work with the marketing team to achieve the organization's goals. Their duties will include researching market trends and compiling reports about consumer needs, creating marketing campaign content and assisting in executing marketing events.

This position is open immediately and is based in ABHMS' corporate offices in King of Prussia, Pa. The successful candidate must be able to commute to the office on a regular basis. The position reports to the Director of Marketing & Communications.

Marketing Coordinator Education and Training Requirements

Candidates for the position should have a bachelor's degree and at least two years of experience in graphic design, marketing or business. Individuals should also have solid experience managing and developing social media, email and marketing database campaigns, and possess working knowledge of the Microsoft Office suite, Adobe Creative Suite and Canva.

Marketing Coordinator Skills and Qualifications

- Strong written and verbal communication skills to articulate clearly with various internal departments as well as vendors, contractors and freelancers.
- Excellent interpersonal skills for representing the organization in public, during events and while attending conferences.
- Project management experience and time-management skills for juggling numerous time-sensitive projects simultaneously. (Familiarity with project management software is an asset.)
- Good computer skills for generating reports, viewing marketing metrics, extracting data and sharing this information with other team members in project updates. Knowledge of basic computer applications, programs and features is a must, with experience in graphic design and photo and video editing being very helpful.
- Experience coordinating email marketing campaigns.
- Being able to manage calendars for social media campaigns, communicate content needs to the marketing team and track social media analytics and prepare reports.
- Being able to provide information on previous campaigns, projects and timelines overseen and implemented to demonstrate overall capabilities.

Marketing Coordinator Duties and Responsibilities

- Supporting the Director of Marketing & Communications in establishing, executing and evaluating marketing strategies and plans.

- Monitoring and managing the scheduling and flow of work in progress to ensure that deadlines are met and deliverables align with project specifications and objectives.
- Updating calendars, organizing and planning promotional presentations, and analyzing and assembling sales forecasts.
- Researching ABHMS' competitive landscape, market trends and customer behavior, and then preparing reports by collecting, summarizing and analyzing data.
- Communicating campaign deliverables, objectives and timelines to their team while providing instructions for promotion or use.

What are the daily duties of a Marketing Coordinator?

On a typical day, a Marketing Coordinator monitors their email and voicemail to stay on top of time-sensitive communications. Throughout the day, they participate in meetings with marketing team members to discuss previous, current and future marketing campaigns and projects. They also communicate regularly with internal clients (for example, department directors and national coordinators) about the status of work in progress, and gain feedback and other information for the marketing team. A Marketing Coordinator may present market research during marketing meetings and suggest campaign or content ideas. While at their desk, a Marketing Coordinator will review analytics for social media platforms, draft blog posts or create graphics or other content that contributes to ongoing marketing initiatives. A Marketing Coordinator will also perform other duties as assigned by their direct supervisor.

What qualities make a good Marketing Coordinator?

A good Marketing Coordinator is an enthusiastic individual with a strong desire to learn and expand their marketing expertise. This motivates them to ask questions, seek additional projects and produce quality campaign strategies. They have excellent written communication skills, allowing them to contribute to the content creation process by writing blogs, articles or social media posts. A good Marketing Coordinator takes time to understand the organization's brand, products and services. This enables them to ideate and develop tailored campaign content that accurately markets the organization's offerings. A good Marketing Coordinator is also well organized as they need to manage campaign calendars, production schedules and marketing event details.

To Apply

Send a current Resume and Cover Letter to LMiraz@abhms.org.

About ABHMS

American Baptist Home Mission Societies is a historic national nonprofit agency serving the needs of American Baptists across the United States and Puerto Rico. The organization has an in-house marketing department that serves its internal units and supports its external partners. The organization is headquartered in King of Prussia, Pa. We offer an excellent compensation package that includes a competitive salary and benefits (health insurance, paid time off, paid sick time and participation in a fully vested 403b). ABHMS provides the support needed to continue to develop our staff's knowledge, skills and abilities along their chosen career path consistent with ABHMS' missional priorities and objectives. For more details, visit abhms.org.