



American Baptist Home Mission Society (ABHMS) seeks a Director of Communications and Marketing

About ABHMS: ABHMS was founded in 1832 and has a long history of meeting human needs and empowering individuals, institutions, churches, and communities to share faith, concern, and resources to improve the quality of life for all people. American Baptist Home Mission Societies partners with American Baptists in answering God's call to promote the Christian faith across the United States and Puerto Rico by cultivating Christ-centered leaders and disciples who heal and transform communities. ABHMS works to cultivate passionate leaders and disciples who impact the society with the Gospel that heals and transforms. ABHMS has done this through supporting education, providing scholarship assistance, publishing Christian resources, funding churches and community centers, counseling and chaplaincy services, intercultural programs, support for immigrants and refugees. ABHMS owns and operates Judson Press, a premier publishing enterprise for Christian resources, inspirational and devotional literature, and intellectual content, established in 1824 as The American Baptist Publication Society. ABHMS also serves as a public witness and advocate on behalf of persons living with disabilities, living in poverty, immigrants, refugees, prisoners and ex-offenders, victims of disasters, and much more.

At ABHMS, our team-oriented collaborative approach allows for ample learning and development opportunities. ABHMS is an ideal atmosphere in which to best use your skills and talents, and is eager for your input, ideas, and inspiration.

ABHMS is conducting a search for an experienced **Director of Communications and Marketing** (DCM) to set and guide the strategy for all communications, website, and public relations messages and collateral to consistently articulate the ABHMS core mission. The **Director of Communications and Marketing** will ensure that ABHMS is viewed as the primary source, disseminator, and conduit of information within this diverse network and constituent base. The DCM will work closely with a senior peer group (the Leadership Team and Program Directors) within the organization as a collaborative partner on a variety of strategic initiatives designed to advance the ABHMS core missional strategy. The DCM supervises a team of professionals with various communications and marketing skill sets. The DCM will be based at ABHMS' corporate offices at the Leadership and Mission Building, located in King of Prussia Pa. This is a full-time position and the **Director of Communications and Marketing** reports directly to the Executive Director of ABHMS.

The **Director of Communications and Marketing** (DCM) oversees the flow of communication and information between ABHMS and the public. The DCM's primary responsibility is to develop and implement the communications and marketing strategies for ABHMS—including the publishing ministry, Judson Press—and to oversee all official communications and marketing campaigns. The DCM is the "go to" expert responsible

for ABHMS' brand, data-driven marketing, communications, promotion, and sales strategy. The successful DCM will be a strong leader who is able to directly impact the operational excellence of the ABHMS Communications and Marketing team and the organization as a whole.

Primary Duties and Responsibilities

- Provide leadership for the organization-wide communications and marketing strategy.
- Develop, implement, and evaluate the annual communications and marketing plans for ABHMS.
- Develop and expand ABHMS' capacity to conduct strategic marketing research, expand its database usage, and customer relations.
- Manage the Communications and Marketing staff.
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to newsletters, brochures, and ABHMS websites, social media networks and portals (CCL, ministrElife).
- In collaboration with the Executive Director and departmental leaders, aid in driving a culture of change that supports ABHMS' missional strategies and objectives.
- Work closely with the Publisher of Judson Press to develop the JP Release Journey.
- Lead the development and dissemination of online content that engages diverse audience segments and leads to measurable actions
- Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities.
- Mentor and lead the staff responsible for ABHMS' websites, social media and other platforms to ensure administration and coordination.
- Coordinate maintenance of webpages and portals to ensure that new and consistent information (article links, stories, and events) is posted regularly.
- Direct the tracking, measuring and analysis of engagement within the various websites, networks and portals over time to inform the overall strategies and marketing campaigns.
- Ensure response to crises or challenging situations is handled quickly and professionally.
- Ensure all company materials (electronic or print) have consistent and positive messaging and branding.
- Develop relationships and work with media outlets and other key partners to advance the ABHMS mission and core message.
- Represent ABHMS at assigned speaking engagements and host special events as directed.
- Occasional travel required.
- Perform other relevant duties as assigned.

Required Education, Skills, Experience and Competencies

- Deep appreciation for the mission, vision, values, and goals of ABHMS. The most successful ABHMS employee will understand the organization's mission and values and see how they may have a positive impact on advancing that mission. More importantly, they will be able to articulate that vision and the mission to others in both a clear and compelling manner.
- Excellent writing, editing, communication and public speaking skills.
- Strong project-management skills required.
- Experience working with a religious nonprofit or an advocacy organization is a plus.
- Minimum of a bachelor's degree in communications/PR, marketing or journalism or a related field; Master's degree preferred.
- A minimum of 7 years of experience in a leadership role within a complex organization covering areas of marketing, communications and/or managing website and social media content.
- Experience developing and implementing communications and marketing strategies for a complex and diverse organization.
- Demonstrated ability to take complex, internal jargon and convert it into compelling, engaging, actionable message content.
- Ability to plan and manage under tight deadlines with ability to multitask and be flexible and effective in fast-paced and high-pressure situations.
- Ability to collaborate and cooperate with others in ABHMS on multiple projects and work effectively with senior colleagues in the organization.
- Ability to think strategically about ABHMS's mission and goals and align departmental goals accordingly.
- Ability to analyze data, information and knowledge and transform it into exciting and useful messages which are disseminated to the right audiences through the best distribution channels available to organization.
- Strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.
- Ability to influence and positively motivate others; proven success in effective negotiation and relationship-building.
- High energy, maturity, and leadership with the ability to serve as a unifying force as a senior leader within an organization.
- Commitment to work collaboratively with all constituent groups, including staff, board and donors.
- Self-starter, able to work independently and one who enjoys creating and implementing new initiatives.
- Experience in financial management and budget forecasting, with a successful track record of direct responsibility in managing annual communications or marketing budgets.
- Great listening skills as well as a high degree of professional and personal integrity.

- Exemplary analytical skills particularly the ability to utilize data to make better decisions and ability to communicate relevant findings effectively to others in the organization for overall impact.
- Proficiency with Microsoft Office software and Internet applications required.
- Strong professional ethics and sensitivity to confidentiality and accuracy in handling donor records.
- Competent working in a large faith-based setting where cultural and gender diversity are greatly valued.
- Ability to promote a positive and collaborative work environment to foster change and conflict resolution.

ABHMS is a great company to work for and is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. Our total rewards package includes excellent salary and a generous selection of benefits: comprehensive health insurance (medical, vision, Rx and dental), a generous amount of paid vacation and holidays and paid sick time, plus employer-provided funds into a fully vested 403b). The successful candidate will also receive relocation assistance if presently living outside of the local area. ABHMS provides staff with the support needed to continue to develop knowledge, skills and abilities along their chosen career path consistent with ABHMS' missional priorities and objectives. We offer a safe, professional work environment located at the Leadership & Mission Building, 1075 1st Avenue in King of Prussia, PA.

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Please send resume, cover letter, and 2-4 writing samples to Wade Savitt, Executive Recruiter with PNP Staffing Group. wsavitt@pnpstaffinggroup.com