



## The American Baptist Home Mission Societies (ABHMS) is Searching for a Director of Communications and Marketing

The American Baptist Home Mission Societies (ABHMS) is looking for an experienced leader to drive ABHMS' overall mission by enhancing branding, leading on storytelling and ensuring consistent messaging across the entire organization. The **Director of Communications and Marketing** (DCM) sets and guides the overall 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 **Director of Communications and Marketing** works closely with a senior peer group (the Leadership Team and Program Directors) as a collaborative partner on a variety of strategic initiatives designed to advance the ABHMS core missional strategy. The **Director of Communications and Marketing** supervises a team of communications and marketing professionals with various skill sets; and this position is based at the ABHMS' corporate offices at the Leadership and Mission Building, located in King of Prussia Pa. This is a full-time position and 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 oversee all official communications and marketing campaigns. The successful **Director of Communications and Marketing** 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

- Lead efforts to develop an overall communications and marketing strategy to increase the level of awareness of ABHMS ministries and services among our key audiences.
- Develop, implement, and evaluate the annual communications and marketing plans for ABHMS.
- Develop organizational messaging strategies, provide staff training and ensure dissemination through key channels – including social media, email, publications, newsletters etc.
- 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 storytelling culture that embraces new and creative ways to tell the ABHMS story by overseeing content development and managing digital communications staff, writers, editors, designers.
  - In collaboration with marketing staff, create marketing campaigns and ensure ongoing reporting details of various campaign activities. Ensure campaigns have achieved goals and provide proper recourse where metrics were not met.
  - 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 action.
  - 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.
  - Supervise department staff members to ensure growth and development of skills and competencies. Create/maintain a departmental culture of high quality professional work in an atmosphere of collaboration.
  - Ensure response to crises or challenging situations is handled quickly and professionally.
  - Lead in the development of the strategic communications and marketing budget.
  - 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.
- Experience managing and coaching a department demonstrating strong, collaborative management skills.

- Experience with press outreach, ability to represent ABHMS as a spokesperson.
- Bachelor's degree in communications or public relations or a related field; Master's degree preferred.
- A minimum of 7 years of experience in a management and leadership role within a complex organization covering areas of marketing, communications and/or managing website and social media content.
- 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.
- Experience developing and implementing communications and marketing strategies for a complex and diverse organization.
- Experience managing a messaging, rebranding or website redesign initiative.
- Experience with SEM, SEO, Ad Servers, E-mail campaign tools and social marketing platforms.
- 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.
- Proven track record of creating a test & learn culture of experimentation and implementation.
- Ability to communicate highly complex information to external partners and contacts to influence results and achieve strategic goals for multiple unit projects and missional objectives.
- Ability to analyze data, information and knowledge and transform it into exciting and useful messages which are disseminate 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.
- A pragmatic strategic thinker with high energy, maturity, and leadership abilities able to serve as a senior leader within the organization.
- Ability to communicate discussions at both the strategic and tactical levels.
- Commitment to work collaboratively with all constituent groups, including staff, board and donors.
- Great listening skills as well as a high degree of professional and personal integrity.
- Excellent communication skills including ability for clear and transparent communication with both internal and external constituents.
- 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.
- Self-motivated with an ability to work collaboratively and in teams.

- 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.

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 1<sup>st</sup> Avenue in King of Prussia, PA.

We will begin reviewing applications immediately. If interested, please send:

1. **A Cover Letter**
2. **Current Resumé**
3. **Writing Samples (minimum of 2 and maximum of 4)**

You may send your materials to [wsavitt@pnpstaffinggroup.com](mailto:wsavitt@pnpstaffinggroup.com)

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 an equal opportunity employer.**