



## **We are looking for a COPYWRITER / STORYTELLER**

### **Position Summary**

American Baptist Home Mission Societies seeks a Copywriter/Storyteller to join its growing marketing and communications team and play a key role in developing written material intended to inform, engage, motivate and delight ABHMS' myriad stakeholders, constituencies, and strategic partners. This individual should be an avid storyteller and social impact communicator adept at conveying ABHMS ideals and promoting the organization's brand with clear, consistent, and relevant content. In addition, the Copywriter/Storyteller will have proven ability to draft a coherent array of related content suited to a variety of media channels, including websites, organic and paid social, video and print, which showcases ABHMS' portfolio of services and encourages engagement of target audiences. This is a fulltime position reporting to the Director of Marketing & Communications. It is available immediately and requires ability to work at the Leadership & Mission Building of ABHMS, located in King of Prussia, Pa.

### **Responsibilities**

- Collaborate with the Director of Marketing & Communications to further establish a communications function in an internal marketing and communications "agency" that strategically and tactically supports ABHMS and its constituent units.
- As a member of the marcom team, collaborate with colleagues and ABHMS "clients" to create editorial calendars that advance institutional strategic priorities.
- Serve as an active member of an internal editorial committee tasked with collecting, assessing, and developing story ideas into written materials that are distributed via ABHMS' owned and shared media channels.
- Develop internal and external sources for story ideas.
- Research and submit story ideas at editorial committee meetings.
- Manage and execute an approved editorial calendar that results in timely production of well-researched content intended for publication online and in print.
- Develop and implement schedules that guide timely completion of reviewed and approved written content.
- Utilize industry best practices and familiarity with the organization's mission to inspire ideas that lead to the creation of written content that raises awareness and heightens perception.
- Develop an array of relevant content for multiple delivery platforms, such as websites, email marketing, organic and paid social media, blogs, and videos, in support of campaigns and projects intended to engage target audiences and motivate them to actions that further ABHMS objectives.

- Establish, monitor, and analyze key indicators of communications performance to inform continual improvements to marketing and communications efforts.
- Use search engine optimization (SEO) strategies in developing written content published online that boosts performance of ABHMS websites in organic search results.
- Contribute to the development of ABHMS editorial style guidelines, and exhibit proficiency as a proofreader and copy editor to ensure high editorial standards are met across delivery channels.
- Maintain brand consistency across all company communications.
- Become well-versed on each client's requirements and the organization's brand image, products, and services.
- Stay current on trends and competitors within the editorial sphere.
- See projects through the whole creative lifecycle, from inception to deployment of reviewed and approved assets.
- Other relevant duties as assigned.

### **Qualifications**

- Passion for telling the story of the ministries and mission of the American Baptist Home Mission Societies. To be successful in this role, the individual must understand the organization's mission, values, and work diligently to make a positive impact on advancing that mission.
- Gifted and skilled storyteller able to develop written material that engages, motivates and delights the reader.
- Bachelor's degree in English, Journalism, Marketing, or Communications or another relevant field.
- A minimum of 3 years' experience in content marketing and copywriting; experience in journalism a plus.
- Ability to manage multiple, sometimes competing, priorities and work on an array of projects under strict deadlines in a fast-paced work environment.
- Excellent oral and written communication skills.
- Strong creative thinking skills and ability to think conceptually yet exhibit attention to detail in the process of delivering exceptional written work.
- Excellent writing, editing, and proofreading skills with a diligent eye for detail, language, flow, and grammar. Professional portfolio required.
- Competent working in a large faith-based setting where cultural and gender diversity are greatly valued.
- Proven ability to demonstrate brand voice.
- Ability to follow an editorial calendar, collaborating with other members of the content production team to ensure timely delivery of materials.
- Impeccable grasp of the English language, including idioms and current trends in slang and expressions
- Fluent in AP style.
- Strong people skills and willingness to communicate with clients, colleagues, and management.
- Strong time management skills, including prioritizing, scheduling, and adapting, as necessary.
- Comfortable working independently with little daily supervision.

- Able to work additional or non-standard hours as the position may occasionally require.
- Proficiency with computers, especially writing programs, such as Google Docs and Microsoft Word, Excel, Outlook, and PowerPoint.

**ABHMS** is a wonderful place to work! We offer an excellent compensation package: competitive salary and benefits (health insurance, paid time off and paid sick time, 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. We offer a safe, professional work environment located at 1075 1<sup>st</sup> Avenue, King of Prussia, Pa.

**To Apply:** Send Current Resumé and Cover Letter to [HRMatters@abhms.org](mailto:HRMatters@abhms.org)

**We will begin reviewing candidates as early as May 5, 2022.**