



We are looking for a **MARKETING ASSOCIATE**

The American Baptist Home Mission Societies (ABHMS) is seeking a highly talented and motivated **MARKETING ASSOCIATE** to join its growing marketing and communications team. Working in collaboration with the Director of Marketing and Communications and other members of the Marketing and Communications Team, the **Marketing Associate** will help to develop, execute, monitor and assess a wide array of marketing campaigns and projects intended to advance the missional, promotional and educational objectives of ABHMS and its varied stakeholders and constituents. This role requires a self-motivated individual who is well-organized, solutions oriented and strives to delivery work product on time, on budget and in alignment with strategic priorities established by ABHMS leadership. The successful candidate must be proactive and nimble as campaigns and projects evolve.

This is a full-time position reporting to the Director of Marketing and Communications. This job is open immediately and requires ability to commute daily to the Leadership & Mission Building of ABHMS, located in King of Prussia, Pa.

Responsibilities

- Understand the mission and values of ABHMS and its ministries and demonstrate a passion for supporting them.
- Promote a positive image of ABHMS through professional appearance, actions and interaction with workplace colleagues, ABHMS stakeholders and constituents, outside vendors, and the public.
- Contribute to a work environment that encourages knowledge of, respect for, and development of skills to engage with those of other cultures or backgrounds.
- Develop and execute marketing campaigns and projects of varying size, scope, and duration for an array of service units seeking to increase awareness, generate leads, stimulate customer engagement, and increase sales activity.
- Ensure a smooth workflow from ideation to implementation and delivery, with milestones that are completed timely and to acceptable standards.
- Communicate clearly and in a timely fashion assignments, priorities, and objectives to all relevant stakeholders; monitor work in progress; and effect adjustments as may be necessary to achieve desired outcomes.
- Become a power user of Smartsheet (or other cloud-based project management system adopted by marketing and communications).
- Keep current with marketing best practices and emerging trends through self-directed activity and professional development opportunities.
- Develop relevant marketing assets, including promotional materials, case studies, client testimonials, and research findings.

- Perform basic market research intended to inform SWAT or SOAR analyses.
- Collect and analyze data on consumer behavior.
- Contribute to the overall success of the Department of Marketing and Communication by performing all other duties and responsibilities as assigned.

Qualifications

- Passion for marketing 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 and values and work diligently to make a positive impact on advancing that mission.
- Bachelor's degree in marketing, advertising, communications or a related field.
- A minimum of three years developing and executing marketing campaigns and projects intended to achieve organizational objectives, which may include raising brand awareness, generating leads, stimulating customer engagement, or increasing sales.
- Proven experience in project and account management, including maintaining strong and transparent relationships with clients, achieving milestones, and being attuned to changing circumstances that warrant course corrections to achieve optimal results.
- Able to manage multiple, sometimes competing, priorities and work on an array of projects under strict deadlines in a fast-paced environment.
- Well-versed in owned, earned, shared, and paid media.
- Excellent oral and written communication skills.
- Creative and able to think conceptually, yet well-grounded in processes that require attention to detail to deliver exceptional work product.
- At ease working in a large faith-based setting where cultural and gender diversity are greatly valued.
- Proven ability to demonstrate brand voice.
- Exceptional interpersonal skills and willingness to communicate timely with multiple constituencies in a consensus-based environment.
- 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 1st Avenue, King of Prussia, Pa.

To Apply: Send Current Resumé and Cover Letter to HRMatters@abhms.org

We will begin reviewing candidates as early as August 30, 2022.