



# American Baptist Home Mission Societies

## **ABHMS is looking for Marketing Associates**

### **Position Summary**

American Baptist Home Mission Societies (ABHMS) is a historic national nonprofit agency serving the needs of American Baptists across the United States and Puerto Rico. To optimize operational effectiveness, ABHMS recently consolidated its marketing and communications functions and adopted an in-house agency model. The newly created Office of Marketing & Communications currently has multiple openings for an array of talented and enthusiastic mission-driven professionals. Two of these openings are for **Marketing Associates**.

The Marketing Associate will draw upon skills and experience to craft, execute, and optimize marketing campaigns and discrete projects tailored to client objectives, which include informing, engaging, motivating and delighting a wide array of ABHMS' constituencies. Well-versed in digital and traditional marketing practices, this self-motivated individual will be highly organized, results oriented, proactive, and nimble.

Each full-time position reports directly to the Director of Marketing & Communications, is an integral member of the Marketing & Communications Team, and operates out of ABHMS' headquarters located in King of Prussia, Pa.

### **Responsibilities**

- Embrace ABHMS' mission and vision, values, and organizational priorities and demonstrate a passion for advancing them through effective marketing strategies and tactics.
- Collaborate with the Director of Marketing & Communications and internal ABHMS stakeholders, including program, unit, and ministry leads, to conceptualize, develop and execute marketing campaigns and projects of appropriate size, scope, and duration to achieve agreed-upon objectives.
- Become a subject matter expert to internal clients on the practical application of traditional and digital marketing tactics to achieve desired outcomes.
- Ensure a smooth workflow of projects, from ideation to completion, culminating in deliverables that are timely, on budget, and meet quality and utility standards.
- Provide impeccable customer service by proactively communicating with all relevant stakeholders; monitoring work in progress; and effecting adjustments as required to achieve desired outcomes.
- Become a power user of Smartsheet, the cloud-based project management system adopted by Marketing & Communications, and other platforms in ABHMS' martech stack.

- Development relevant traditional and marketing assets, including promotional materials, case studies, client testimonials, and research findings.
- Perform basic market research intended to inform SWAT or SOAR analyses appropriate to marketing campaign development.
- Keep current with marketing best practices and emerging trends through self-directed activity and professional development opportunities.
- Assist the Marketing & Communications Team with administrative duties as needed.
- 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.
- Perform all other duties and accept responsibilities as assigned.

### **Qualifications**

- Bachelor's degree in marketing, advertising, communications, or a related discipline.
- A minimum of three years of professional marketing experience applied to achieving 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 relationships with clients and vendors, achieving milestones, and being attuned to changing circumstances that warrant course corrections to attain optimal results.
- Able to manage multiple, sometimes competing, priorities and work on an array of projects under strict deadlines in a challenging environment.
- Possess a broad and detailed working knowledge of the marketing function, including brand development and management, advertising and promotion, and digital communications, with demonstrable experience integrating owned, earned, shared, and paid media.
- Excellent verbal and written communication skills.
- Creative and able to think conceptually, yet well-grounded in processes that require diligence to deliver exceptional work products.
- At ease in a faith-based environment that values cultural and gender diversity.
- Exceptional people skills and a willingness to communicate timely with individuals and groups of varying size and composition in a consensus-based environment.
- Strong time management skills that include an ability to prioritize, schedule, and adapt as necessary.
- A collaborator who is comfortable working independently and with minimal daily supervision.
- Proficient with computers and standard office applications, including Word, Excel, Outlook, and PowerPoint.
- Able to work additional or non-standard hours as the position may occasionally require.

**ABHMS is a wonderful place to work!** We offer an excellent compensation package that includes 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](mailto:HRMatters@abhms.org)**

We will begin reviewing candidates immediately, and the positions will remain open until filled.