



# American Baptist Home Mission Societies

## **ABHMS is looking for a Senior Writer**

### **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, one of whom is a **Senior Writer**.

The Senior Writer works at the intersection of strategy and creativity, conceptualizing, developing, and executing communications intended to inform, engage, motivate and delight ABHMS' constituencies. This individual will be an avid storyteller and social impact communicator adept at conveying ABHMS ideals, promoting the organization's brand, and highlighting its portfolio of services with clear, consistent, and relevant content suited to both digital and traditional media.

Reporting directly to the Director of Marketing & Communications, the Senior Writer is an integral member of the Marketing & Communications Team. The position is immediately available 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 the written word.
- Collaborate with the Director of Marketing & Communications on the development and execution of ABHMS' communications strategy.
- Collaborate with the Director of Marketing & Communications to establish and maintain an editorial calendar that timely places relevant content before targeted audiences.
- Mine internal and external sources for editorial calendar-worthy content.
- Approach story development thoughtfully to facilitate repurposing content for a variety of print and digital channels to maximize reach, audience penetration, and engagement.
- Conceive, research, and write an array of stories, including long- and short-form features and news, well-regarded for accuracy and integrity.
- Serve as the primary copy editor and proofreader in the Office Marketing & Communications.
- Monitor relevant news and events to identify potential opportunities, concerns, and interests for ABHMS to address through strategic communications.
- Participate in the development of messaging platforms for ABHMS programs, units, and ministries that align with the organization's brand.
- Support the Director of Marketing & Communications in guiding freelance writers and editors whom ABHMS will engage as required.

- Observe best practices and stay abreast of evolving industry trends to ensure that ABHMS is continually improving its communications efforts strategically and tactically.
- Establish, monitor, and analyze key indicators of communications performance to inform continual improvements to marketing and communications efforts.
- Contribute to the development of ABHMS editorial style guidelines and ensure that high editorial standards and brand consistency are maintained.
- 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. Undertake other writing tasks and relevant duties as assigned.

## Qualifications

- Skilled storyteller capable of crafting clear, lively, engaging, and compelling copy in a variety of styles that engages, delights, and motivates appropriate target audiences or the broader public.
- A bachelor's degree in English, journalism, marketing, communications, or other relevant field, plus three years of professional writing experience, or a suitable combination of education, experience, and expertise in lieu of a bachelor's degree.
- Able to work independently on an array of writing projects, managing multiple and sometimes competing priorities under strict deadlines in a fast-paced work environment.
- Excellent writing, editing, and proofreading skills with an eye for language, flow, grammar, detail, and accuracy. A professional portfolio required.
- Exhibit strong people skills and possess a customer service mentality.
- Demonstrated ability to interview or collaborate with individuals from a wide array of cultures and backgrounds who are story subjects or information sources.
- Competent working in a large faith-based organization that values cultural and gender diversity.
- Thorough knowledge of editorial style and publication guidelines.
- Proficiency with computers, especially writing programs, such as Google Docs and Microsoft Word, Excel, Outlook, and PowerPoint.
- Able to travel as the position may occasionally require.
- 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 (e.g., health insurance, paid time off and sick time, participation in a fully vested 403b). ABHMS also values professional development and will provide the support needed to expand knowledge, skills, and abilities along a staff member's chosen career path that are consistent with ABHMS' missional priorities and objectives. We offer a safe, professional work environment located at 1075 1st Avenue, King of Prussia, Pennsylvania.

**To Apply:** Send a current resume, cover letter, and three writing samples to [HRMatters@abhms.org](mailto:HRMatters@abhms.org)

We will begin reviewing candidate submissions immediately. The position will remain open until filled.