



American Baptist Home Mission Societies

ABHMS is looking for a Web Associate

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 **Web Associate**.

The Web Associate will be responsible for managing ABHMS' main website, abhms.org, and other websites affiliated with ABHMS in keeping with industry best practices. This individual will be a resident expert on website content and functionality and will also identify opportunities to enhance website the performance.

Reporting directly to the Director of Marketing & Communications, the Web Associate is an integral member of the Marketing & Communications Team. This full-time position is available immediately 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 creation and maintenance of a compelling online presence that elevates the ABHMS brand.
- Collaborate with the Director of Marketing & Communications on the development and execution of ABHMS' website strategy as part of a comprehensive digital marketing strategy.
- Collaborate with internal ABHMS stakeholders to establish and maintain an editorial calendar that guides the timely creation and publication of relevant content in ABHMS websites, including news and feature stories, blog entries, general information and announcements, infographics, videos, and still images.
- Manage ABHMS' main website and other ABHMS-affiliated sites in partnership with their stakeholders, including curating content and performing scheduled updates and modifications.
- Lead efforts to continually enhance ABHMS' web properties, including their content, design, and functionality, in service of increasing audience engagement and elevating ABHMS' reputation.
- Become the resident expert on ABHMS' content management system and provide support for a model that distributes responsibility for minor webpage maintenance to individual stakeholders.
- Collaborate with Information Technology Management on maintaining and upgrading the back end of ABHMS websites as required for optimal site performance.

- Elevate ABHMS' website standards and compliance with government regulations and mandates, including WCAG and ADA web accessibility standards.
- Leverage analytics tools to maintain ABHMS' websites, optimize their performance, and inform evolving website strategy and tactics.
- Support content development for other online channels, including social media, e-newsletters, and email, as part of ABHMS' overall digital marketing strategy.
- 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

- A bachelor's degree in marketing, communications, computer science, web design, or related field, or the equivalent combination of education, experience, and expertise in lieu of a bachelor's degree.
- At least three years of experience in website management, design, development, and use of web technologies, including at least two years of experience working on websites utilizing a CMS such as WordPress or Squarespace. Candidates without CMS experience need not apply.
- Proficient with computers and computer applications such as Google Docs and Microsoft Word, Excel, Outlook, and PowerPoint; familiarity with Adobe Creative Suite is a plus.
- Experience managing complex projects and detailed tasks in a deadline-driven workplace.
- Able to work independently, managing multiple and sometimes competing priorities in a fast-paced work environment.
- Excellent written and verbal communication skills.
- Possess a strong eye for accuracy and details.
- Exhibit strong people skills and possess a customer service mentality.
- Competent working in a large faith-based organization that values cultural and gender diversity.
- Working knowledge of Google Analytics with certification being a plus.
- 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 and cover letter to HRMatters@abhms.org

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