



## **ABHMS is hiring! Digital Media Content Coordinator**

If you are passionate about leveraging digital media to inspire, connect, and promote meaningful change, this might be the position for you! Do you thrive in a mission-driven environment where your creativity can make a tangible impact?

ABHMS is looking for a creative and experienced professional to serve as our digital media/content coordinator. The successful applicant must be able to produce original, professional, impactful and stylized content for our webpages, social media and other promotional/communications/marketing material. The Digital Media Content Coordinator will play a pivotal role in expanding ABHMS's online presence, driving engagement, and amplifying our mission through compelling content. This creative and strategic professional will manage and grow ABHMS's social media platforms, ensuring our message reaches and resonates with a diverse audience. This is a full-time exempt position based at the ABHMS Leadership and Mission Building in King of Prussia, PA. Ability to commute daily to corporate offices is required. This position will report to the communications/marketing director.

The successful Digital Media Content Coordinator will be able to generate high-quality written content, including social media snippets, promotional text, and public relations content to support our brand objectives. While ABHMS has marketing, graphic design and videography staff, the ability to produce graphics, edit videography content or source appropriate content to use is a plus, to collaborate with existing team members.

### **Key Responsibilities include, but are not limited to:**

- In collaboration with communications/marketing director and other team members, develop, implement, and manage ABHMS's digital media strategy to align with organizational goals and initiatives.
- Produce excellent quality written and graphic content for various uses within digital marketing, advertising, and product or service sales.
- Create draft content for approval by sales, marketing, and management colleagues.
- Generate graphics and original imagery, edit videography and product promotions, or liaise with third-party and freelance creators to source this content.
- Develop content that aligns with specific objectives, target audiences, and campaigns according to specifications.
- Engage with social media followers, respond to inquiries, and foster community on all social platforms.
- Stay current with social media trends, tools, and best practices to ensure ABHMS remains innovative in its approach.
- Collaborate with ABHMS staff to produce/promote events, campaigns, and special projects across various ABHMS platforms (ABHMS website, MinistrElife, social media platforms).
- In consultation with Judson Press and marketing staff, manage content on Judson Press e-commerce website.
- Proactively review and update ABHMS website content to ensure accuracy and relevance.

- Write content that conforms to information architecture standards and best practices for SEO and complies with search engine content policies.
- Produce short-form and long-form content for varied uses, including snippets for social media, longer-form content, and service page content alongside promotional content used in email campaigns.
- Travel to key events as assigned (Space for Grace, Biennial etc).
- Occasionally, may be required for an evening or weekend program or event, with ample notice.
- Other relevant duties as assigned.

### **Essential Skills, Knowledge and Experience**

- Appreciation for the mission, vision, values, and goals of ABHMS. 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, communications, media or other relevant field
- Minimum of 2 years experience producing content for professional use, and ideally, a strong portfolio of work with metrics and analysis to demonstrate how content has performed.
- Excellent writing and/or graphic design skills – with evidence of published content used within digital marketing activities.
- Knowledge of content management systems and the ability to create content to tight schedules and according to ad hoc requirements.
- Superb attention to detail, with the capability to proof, edit, and fact-check all content.
- Strong written and visual communication skills, with the ability to craft compelling narratives.
- Creativity, adaptability, and a proactive attitude in developing strategies and solving challenges.
- Research skills, unpicking content styles and mediums that resonate with key customer groups.
- Good time management, collaboration skills, and the ability to communicate with colleagues from across the digital marketing team to understand their requirements and produce content as appropriate.
- Familiarity with SEO, search engine content guidelines, information architecture standards, and document editing.
- Proficiency in social media platforms, analytics tools, and content management systems.

**ABHMS** is a great place to work! We offer an excellent compensation package: salary and benefits (health insurance, paid vacation and paid sick time, participation in a fully vested 403b, paid maternity/paternity leave, continuing education grant, plus many others). ABHMS provides support to continue to develop staff 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.

ABHMS is an equal opportunity employer. We do not discriminate and take affirmative action measures to ensure against discrimination in employment, recruitment, advertisements for employment, compensation, termination, promotions, and other conditions of employment against any employee or job applicant on the bases of race, color, gender, national origin, age,

religion, creed, disability, veteran's status, sexual orientation, gender identity or gender expression.

If interested in applying: send the following via email to [LMiraz@abhms.org](mailto:LMiraz@abhms.org)

- Cover Letter & Current Resumé

We will begin reviewing candidates as early as March 3<sup>rd</sup> 2025.