



Marketing Communication & Engagement Associate

FTE: 1.0 FTE
Reports to: Director of Marketing & Communication
Location: Elkhart, Ind., Newton, Kan., or dispersed location, as negotiated

Purpose

Support the initiatives and work of the marketing communications team with an emphasis on building engagement in virtual and in-person events (including MennoCon) and strengthening MC USA's social media and email outreach. Participate in brainstorming/strategic planning and assist in all levels of project execution, including research, writing, production, distribution and reporting. Serve as production coordinator, working with external vendors (printers, translators, etc.). Be the liaison for communications requests from congregations, conferences, constituency groups and church agencies. Must be able to write news releases, stories, promotional copy, educational materials and fundraising appeals for multiple channels, as needed. This position provides an ideal opportunity to develop well-rounded skills and hands-on experience in marketing communication.

Education/Experience

- Bachelor's degree in journalism, communication, public relations, community organizing, English or marketing OR 3-5 years' experience in church/nonprofit communication or event planning.

Responsibilities

- Participate in brainstorming and development and implementation of departmental goals, objectives and strategies, assisting in all levels of execution.
- Assist in the execution of marketing plans for MennoCon, MC USA's biennial convention, in collaboration with the director of event planning and the director of marketing and communication.
 - Serve as the communication team's day-to-day liaison to the convention planning team
 - Implement MennoCon marketing plans, collaborating with other team members as needed.
 - Have primary responsibility for MC USA's exhibit and branding at MennoCon
- Provide marketing and technical support for webinars and virtual events in collaboration with directors of EB initiatives and the director of marketing and communication.
- Participate in agency collaboration meetings and facilitate cross-agency communication collaborations with MC USA's five agencies and other ministry partners. Identify possible collaborative opportunities and work with team to execute initiatives.
- Assist the web and social media manager, as needed, including maintaining a month-to-month calendar of promotional themes, contributing strategic ideas, developing content and doing analytics research/reporting
- Develop and execute direct mail/email marketing campaigns, including newsletters

- Conduct audience research online and by telephone. Maintain contact lists in Excel and MailChimp and create targeted audience lists as needed.
- Assist in development and execution of communications projects and products across all channels. Assist in team editorial production work, as needed and as time is available.
 - Write articles, news releases, letters, brochures, ad copy, social media posts, etc. for promotional and fundraising pieces as needed. Assist with grant writing as schedule permits.
 - Assist in development of annual fund appeal plan
- Serve as liaison for communications requests from congregations, conferences, constituency groups and church agencies. Respond to internal and external customer inquiries via website, email, etc. and direct to proper person for response
- Manage graphic/logo guideline usage; assist conferences, congregations, constituency groups and media with requests and questions about logos and branding.
- Monitor status of project timeline for all projects and communicate with staff about their progress and deadlines.
- Track and record agency costs.
- Serve as production coordinator, working with printers and mailing facilities, as needed.
- Coordinate translation work for the denomination; coordinate with interpreters for online and in-person events.
- Provide general administrative support
 - Schedule meetings.
 - Take minutes.
 - Coordinate with across agencies and departments such as regarding equipment, promotional materials, and literature for staff speaking engagements and events, etc.
- Perform additional tasks as requested by supervisor.

Leadership and communication skills

- Understanding of basic Biblical principles and ability to clearly articulate Anabaptist theology is essential.
- Understanding of marketing and communication strategies and branding/brand culture
- Strong written communication skills, preferably in promotional writing (samples requested)
- Ability to both lead and serve, as needed, working as part of a small team in which team members work collaboratively to complete projects and often wear multiple hats.
- Facilitate meetings and set agendas.
- Ability to multi-task and self-manage. Ability to adapt and prioritize are imperative.
- Meet deadlines and be detail oriented. Is able to work quickly and accurately under pressure.
- Compassionate and positive.
- Excellent interpersonal communication skills with a wide range of constituents.
- Fluency in Spanish is a plus.
- Anti-racism training is a plus (and required within one year of employment)

Technical skills

- Strong writer (preferably APStyle) and high proficiency in marketing communication. Experience with event planning and marketing is a strong plus.
- High proficiency in Word, Excel, Outlook, PowerPoint and Zoom

- Experience with social media platforms (Facebook, Instagram and Twitter) for businesses or organizations
- Proficiency with or willingness to learn to use email distribution software (Mailchimp or Constant Contact)
- Proficiency with or willingness to learn to use additional software tools, including database management software, project management software (Click Up) and basic graphic design tools (Canva, Publisher, Acrobat Pro and/or InDesign)
- Familiarity with video editing software, WordPress websites and/or Photoshop is a plus.

We are committed to diversity among staff and welcome people of diverse backgrounds and abilities to apply.
August 2021