



Multimedia News Editor

FTE: 1.0 FTE

Reports to: Director of Marketing and Communications

Location: Elkhart, Ind., Newton, Kan., or dispersed

Purpose

The multimedia news editor will generate media releases, feature articles, newsletters, video scripts, brochures and online content that report on and promote the work and ministry of Mennonite Church USA Executive Board and staff. Working collaboratively with the Communication Team, this person will help develop, drive and execute multimedia communication strategies on a variety of platforms. The multimedia news editor will facilitate news collaboration among the agencies and national staff when appropriate and mutually beneficial. The multimedia news editor will collaborate with in-house staff writers and freelance writers, as needed.

Education/Experience

- A bachelor's degree in journalism, communication, English or marketing and 4 years professional experience in a similar position.

Responsibilities

- Work with communication team on long-term vision, messaging and multimedia communication strategy. Support the initiatives and work of the marketing communication team.
- Write and edit Mennonite Church USA staff news stories, media releases and a wide range of other communications for MC USA EB staff, according to Mennonite Church USA communication guidelines, "Shared Voices" (by Mennonite Mission Network) and AP Style. Other written communications may include strategic plans, web content, social media posts, email blasts, video scripts, brochures, ads, fundraising appeals, prayers, memos and reports.
- Coordinate freelance writers' work on news articles and features, as needed.
- Serve as the creator, writer, editor and producer for all MC USA newsletters, which currently include:
 - PeaceMail, weekly e-news digest encompassing MC USA and its agencies and constituency groups
 - Bulletin Announcements, monthly e-publication that provides MC USA content for our congregations' weekly bulletins. This includes a summary of the previous month's news and blogs and PowerPoint slides, as needed, for congregational sharing.

- Faith Formation newsletter, an e-publication for Faith Formation leaders that is distributed 6-12 times per year as needed. This is developed in conjunction with the denominational minister for Faith Formation.
- Equipping, a bi-monthly resource e-newsletter and periodic hard-copy mailing that serves as a resource guide for congregations and pastors. This involves soliciting MC USA agencies, affiliated schools and other ministry partners for content and working with the Marketing Communication and Engagement specialist to coordinate the hard copy mailings.
- Rejoice! devotional, a quarterly devotional publication that includes prayer requests representing the prayer needs of the MC USA Executive Board, staff and ministries
- MennoCon newsletter, published several times prior to our biennial convention. Edit and develop content in conjunction with the Convention Planning team
- MennoCon daily news, published daily during our week-long biennial convention. This involves soliciting news from MC USA agencies, constituency groups and ministry partners; writing and assigning stories to MC USA communication team and working with the web and social media manager to coordinate related social media posts.
- MenoTicias, published twice a month. This involves working with Hispanic Ministries to post Spanish-language stories (provided) to the website and create and distribute a newsletter using MailChimp. This also involves identifying MC USA stories that could be translated/shared in MenoTicias and Spanish-language stories that could be translated/shared with MC USA U.S. English-speaking constituents.
- Facilitate storytelling and support the ministry work of the Church Vitality team through the Menno Snapshots blog by managing, soliciting and editing blogs from diverse writers, and coordinating the posting schedule and publicity, as needed.
- Coordinate Spanish translation of EB staff documents/publications (and occasionally Indonesian translation) in conjunction with the Marketing Communication and Engagement Associate.
- Build and maintain collaborative relationships with communications leaders within other Mennonite Church USA agencies, organizations and area conferences, especially staff charged with writing and editing news. Contribute to check-in meetings with news representatives from each of the agencies.
- Build and maintain media lists to reach target audiences, working in conjunction with the Marketing Communication and Engagement Associate.
- Manage media relations with outside media, such as Anabaptist World and key local (Newton, Elkhart), religious and national media. Distribute news to media as appropriate, including using wire services for appropriate state-wide and national releases.
- Track best practices and maintain breadth of knowledge with current communication trends, emerging issues and areas of focus for Mennonite Church USA.
- Along with other communication staff, monitor the denominational websites and social media sites to keep content current.
- Required travel to attend communication team meetings twice a year, occasional conferences and MennoCon biennial convention.
- Additional tasks as assigned by supervisor.

Leadership and communication skills

- Understanding of basic Biblical principles and ability to clearly articulate Anabaptist theology is essential.
- Strong written communication skills.
- Strong editing skills.

- Proficiency in Associated Press style
- Solid understanding of marketing and communication strategies and crisis communications principles
- 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.
- Ability to multi-task and self-manage. Adaptability and prioritization are imperative.
- Meet deadlines and be detail oriented.
- 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)
- Awareness and understanding of social justice issues is a plus.

Technical skills

- High proficiency in Word, Excel, Outlook, PowerPoint and Zoom.
- Proficiency in social media communication for businesses/organizations.
- Proficiency or willingness to immediately learn MailChimp (for email newsletters), Canva (or other design/layout software) and Click Up (project management) software.
- Photography, video editing skills and graphic arts experience are a plus.

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

August 2021