



## Job Description

### Marketing and Communications Coordinator

#### VISION

We envision children transformed by the redemptive power of Jesus Christ and empowered to fulfill all their God-given potential.

#### MISSION

Our mission is to provide safe, nurturing, and Christ-centered homes for children of families in crisis and equip and inspire them to live productive lives.

**SUMMARY/OBJECTIVE:** The position of Marketing and Communications Coordinator is responsible for overseeing the execution of strategic social media and digital initiatives, including developing and managing marketing campaigns, developing, and writing content for newsletters (direct mail and e-news), press releases, photography, scripting and creating videos and integrating interactive media into the overall business strategy.

**REPORTS TO:** Director of Marketing and Communications

**JOB CLASSIFICATION:** Exempt

**DEPARTMENT:** Development

**SUPERVISES:** None

#### ESSENTIAL FUNCTIONS:

- Exemplifies a vibrant Christian faith personally and professionally. The individual fulfilling this role will protect the credibility of the Bethel Bible Village mission by complying with the Bethel Bible Village Standard of Conduct, setting an example, in words and actions that is consistent with the values and beliefs of Bethel Bible Village.
- Is committed to Bethel's Code of Conduct and Employee Covenant.
- Agrees with AFP's Code of Ethical Standards.
- Actively participates as a key member of the Marketing and Development team.
- Creates and manages content, coordinating the social media marketing strategy with all departments for Bethel Bible Village using outlets such as Facebook, LinkedIn, Twitter, Google+, YouTube, Instagram, Pinterest, and other media platforms.
- Executes all social media activities (i.e., posting, tweeting, sharing, engaging, liking, increasing social reach, etc.) as needed.
- Creates and manages social media campaigns and calls to action.
- Plans, creates, manages the content, and authors articles and newsletters for direct mail and electronic distribution.

- Implements SEO (search engine optimization) tactics aligned with the ministry's keyword and SEO strategies.
- Creates and manages content for Bethel Bible Village's website.
- Communicates in a professional "voice" for the ministry.
- Writes at least one blog post a month about Bethel Bible Village.
- Supports the President and CEO by creating letters and other communications content.
- Monitors effective best practices for measuring the impact of marketing campaigns. Analyzes, reviews, and reports on the effectiveness of campaigns to maximize results. Providing quarterly updates to the team.
- Assists other business development associates in developing project plans, defining roles and responsibilities, and the scope of work for each project.
- Provides notices of upcoming events, newsworthy items, and advertising.
- Demonstrates excellent customer service techniques. Possesses the ability to identify potential negative or crisis situations and apply conflict resolution principles to mitigate issues.
- Exercises creativity and sound judgment in exploring new tools and methods to be at the forefront of development using best practices.
- Serves as a spokesperson for and representative of the Bethel ministry to the community and donors.
- Responsible for maintaining sound financial practices including staying within budget.
- Supports fellow members of Bethel Bible Village's operations team.
- Participates in programs to enrich the spiritual development of Bethel staff.
- Maintains professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks, and participating in professional societies.
- Performs any other duties as assigned in this role.

#### **MINIMUM REQUIREMENTS:**

**Spiritual:** Be an active participating member in a local Christian church. In accordance with the Mission of Bethel Bible Village, we will share the gospel with children in our care and their families to help them know and respond to the love of God in Christ.

**Education/Experience:** Bachelor's degree in Business with a major in Marketing, Communications, or Journalism required. **At least one year of experience in marketing/communications/advertising is required.**

**Specific Skills/Requirements:** **Excels in proofreading, editing, and attention to detail.** Possesses creativity and knowledge and experience in marketing theory and application. Writes professionally, demonstrating exceptional writing and language skills. Must have excellent interpersonal and verbal communication skills. Possesses good technical understanding with the ability to pick up new tools quickly.

**Specialized Knowledge, Licenses, etc.:** Considerable knowledge and understanding of Social Media platforms and strategies with a demonstrated use of social media. The applicant must have an advanced understanding of web technology and how it supports marketing. Familiar with Adobe, Canva, or other graphic products & email marketing software.

**PHYSICAL REQUIREMENTS:** This job operates in a professional office environment using standard office equipment such as computers, phones, fax/copiers, and filing cabinets. The physical demands described here are representative of those needed to be successful in this role. While performing the duties of this job, the employee will stand; walk; sit; use hands; reach with hands and arms; balance; talk or hear. This role is often sedentary.

**Questions? Please email [HR@bethelbiblevillage.org](mailto:HR@bethelbiblevillage.org)**