

**Title:** Web and Creative Media Specialist  
**Employment type:** Full time, Exempt  
**Location:** King of Prussia, Pennsylvania  
**Application deadline:** May 31, 2019  
**Contact:** HR@internationalministries.org

## POSITION OVERVIEW

The Web and Creative Media Specialist for International Ministries (IM) will create and manage website project plans and edit graphic and text content, monitor and guide web development, communicate creative direction for ad agency and be jointly responsible for the continued growth of IM's digital marketing strategies against business objectives defined by senior leadership. The Media Specialist will allocate internal and agency resources to deliver the highest possible finished product for the budget. The right candidate will thrive in an environment with multiple priorities that require quick thinking, flexibility, and attention to detail. This position is integral in site planning with significant ownership for our website content. They will be a digital text and graphic editor/designer with a strong understanding of missions with the ability to apply Bible-related articles, global mission offering materials and missionary stories to the website. She or he will be able to support a Christian mission and desire to contribute in a nonprofit setting and cross-cultural with sensitivity to the diversity of the American Baptist denomination.

## RESPONSIBILITIES

### Website & Social Media

- Website/digital media management from concept to final implementation.
- Create web graphics, maintain home page banner, ads and rotation of promotional content, missionary profile pages, project funding pages, news, events, and conferences, registration pages and ensure functionality of donation pages and positive user experience.
- Translate high-level strategies into website tactical plans and website/social media schedules within budget. Partner with I.T., external agency, operations, and web development team to ensure execution of site updates without service interruption applying analytics and SEO, UX and UI.
- Responsible for website operation and content management that includes a donor portal for online donations.
- Advanced support and troubleshooting for connected applications such as: WordPress, Soapbox an eCommerce type application, Campaign Monitor an eMail delivery application, FormAssembly a forms/survey builder, Salesforce database.
- Manage set up / take down of global servants' information in WordPress, Soapbox, Campaign Monitor and connections with Salesforce.
- Create custom HTML and inline CSS for web pages as needed, designing landing pages (WordPress) templates and update existing templates.
- Push out video content (vimeo, uTube, website) and social media content (Instagram, Facebook, Twitter) per master calendar, in conjunction with vendor and internal staff.
- Summarize agency reports on Google ads, website performance, social media growth and engagement and conversions to make recommendations for continuous improvement. Collaborate with cross-functional teams to incorporate new ideas, best practices and feedback from IM personnel and site users.

### Creative and Content Editing

- Assist in designing templates, adapt sub-brand logos and some graphics for development and marketing.
- Ensure brand consistency and participate in developing branding, marketing/communications digital strategy.
- Review and select photography, edit photos for web content and print for use by IM (e.g., professional photos taken for IM or stock).

- Content editing of copy for digital media and continuity for website user.
- Create and manage documentation, instructions and guidelines for systems and processes related to web content, WordPress, Campaign Monitor, Social Media, G2GS pages and bulletin inserts and branding.

## **QUALIFICATIONS and EXPERIENCE**

### Education, License, Certification

- Bachelor's Degree in related field; media, communications, English. Or Associate degree or higher in website/graphic design with demonstrated experience.
- **Other certifications desired;** Adobe Certified Expert, (ACE) certification, HTML, CSS, JavaScript, certified web designer (CWD).
- Courses or certificate in Christian education or theological studies, a plus.

### Experience (job-related)

- 4+ years of proven experience in a website or graphics management role; Some of those years in nonprofit or corporate communications or graphic design firm, a plus.
- Proficient in WordPress, and advanced user of platforms used fore: donation, or eCommerce, forms and survey builder, eMail marketing service.
- Experienced in HTML and inline CSS for web pages and adept with Salesforce
- Advanced experience in the Adobe Creative suite InDesign primarily and strong knowledge of video content for social media and other online distribution.
- Experience editing content for social/digital platforms with an ability to distill complex stories into fast-paced, short form content with strong written communication skills.

### Knowledge, Skills, and Abilities (KSA)

- Knowledge of Christian mission, American Baptist churches, and nonprofit environment with strong cross-cultural sensitivity and ability to embrace diversity, is needed.
- Excellent writing skills with familiarity with AP and Chicago writing style guides; graphic design skills, website content management skills required.
- Ability to take quality photographs and knowledge of video posting.
- Strong analytical abilities with an attention to detail, outstanding organizational skills with the ability to initiate movement and collaborate on projects that are technical in nature and have large scope impacts.
- Ability to occasionally support overnight deployments, or unusual outage or errors on IM website.
- Knowledge of web Analytics, understanding SEO principles, social media metrics and shopping cart functionality.

## **How to Apply**

To apply, email HR@internationalministries.org. Identify the position title and where you learned of the vacancy in the subject line and attach a current resume and supporting documentation for further evaluation of qualifications and experience. Thank you in advance for your interest in joining IM's mission.

International Ministries is an EEO employer and provides a comprehensive and flexible benefit package. A detailed description of this position is available upon request.

*International Ministries, registered as the American Baptist Foreign Mission Society, works cross-culturally to invite people to become disciples of Jesus Christ and to proclaim, through both word and deed, God's reign of justice, peace and abundant life for all creation.*