

## American Baptist Women's Ministries is seeking a



## Social Media Marketing Associate

American Baptist Women's Ministries is a diverse community of American Baptist women and girls serving in ministry in Christ's name. With local, area, region/state, and national levels of ministry, AB Women's Ministries creates a community of passionately faithful, mission-minded women and girls engaged in worship, service, and friendship.

The **Social Media Marketing Associate** will create marketing and social media campaigns and strategies, include content ideation, and implementation schedules. Develop and coordinate with the project manager social media marketing and advertising and will be expected to monitor activity across a broad range of social networking sites. Seek to cultivate and grow online relationships with target constituents, to expand ABWM's reach by increasing participation, knowledge, and financial support for the ministries. Generate new opportunities to integrate social media into our strategic marketing objectives. This role reports to the ABWM Executive Director. This is a part-time position and is available immediately.

The **Social Media Marketing Associate** must be experienced with various social media, such as Facebook/Instagram Ads, Google Ads, and YouTube. The core responsibilities include

- Defining the most important social media KPIs
- Ensuring brand consistency in marketing and social media messages by working with the Marketing and Fundraising committees
- Collecting customer data and analyzing interactions and visits, plus use this information to create comprehensive reports and improve future marketing strategies and campaigns
- Developing regular progress reports to project manager and Executive Director
- Growing and expanding ABWM's social media presence into new social media platforms, plus increase presence on existing platforms including Facebook, YouTube, Twitter, and Instagram
- Researching and monitoring social media activity of ABWM peers
- Creating and distributing engaging written and/or graphic content in the form of e-newsletters, web page, and blog content, or social media messages

- Maintaining online relations with AB women and target constituents by organizing and developing specific customer-relations programs
- Regularly communicating with the Marketing committee, ABWM peers and influencers via social media to create a strong network

The successful candidate will have:

- A passion for the work and ministry of ABWM
- Bachelor's degree with 1 - 3 years' experience in a social media role
- Working knowledge of Facebook, Twitter, Instagram, etc. and Microsoft Office for business purposes
- Excellent writing and communication skills
- Ability to create messages about ministry and mission projects in a manner that is appealing to ABWM influencers and constituents
- Working knowledge of social media copywriting best practices and familiarity with Search Engine Optimization (SEO) techniques for web and social media
- Proficiency in Excel and data analysis tools as well as internal reporting tools
- Ability to manage multiple tasks and projects under tight deadlines while keeping a professional demeanor
- Strong skills in analysis, critical thinking, problem-solving
- Ability to work independently as well as collaborate with ABWM peers and influencers
- Proven organizational and time management skills
- Flexible schedule as well as ability to participate in pre-scheduled day and/or evening meetings

### **Salary and Benefits**

\$25/hour up to 20 hours per week with flexible schedule.

Respectful and safe environment conducive to professional autonomy and growth opportunities. ABWM hires intelligent and dedicated people and provides the tools and training to succeed.

If you believe this position is perfect for you, please email your **Current Resume** and a **Cover Letter** to [HRMatters@abhms.org](mailto:HRMatters@abhms.org) as soon as possible and **no later than April 30<sup>th</sup> 2021**.

### **EEO Statement**

ABWM is committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and teammates. ABWM is an equal opportunity employer and as such, openly support and fully commit to recruitment, selection, placement, promotion and compensation of individuals without regard to race, color, religion, age, sex (including pregnancy, gender identity, and sexual orientation), genetic information, national origin, disability status, protected veteran status or any other characteristic protected by federal, state or local laws.

The Board and Staff of ABWM believes diversity and inclusion among our teammates is critical to our success.