



# National **Benevolent** Association of the Christian Church (Disciples of Christ)

CALLED TOGETHER | CALLED TO CARE

## **JOB DESCRIPTION** **JOB TITLE: Marketing Associate**

---

**JOB TITLE:** Marketing Associate  
**STATUS:** .50 FTE (~20 hours per week), deployed with occasional travel  
**REPORTS TO:** Director of Marketing  
**EFFECTIVE DATE:** April 2019  
**PREPARED BY:** Kasi Zieminski

---

### **POSITION SUMMARY / ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Reporting to the Director of Marketing, the Marketing Associate will support NBA's communications efforts to promote brand awareness and increase engagement with and support of NBA's mission and ministries, and to amplify the missions and messaging of NBA's ministry partners. In partnership with the Director of Marketing and other NBA staff, essential duties and responsibilities could include:

- *Social Media* – Curate and manage NBA's daily/weekly social media activity (currently including Facebook, Twitter, Instagram) as part of NBA's overall content calendar and communications plan.
- *Content/Email Marketing* – Write, edit, and format blogs, resources, webinars, and other content for posting to the NBA website and distributing via email and social media. Work with freelance translators on multi-language versions of select content as possible.
- *Graphic Design* – Create a variety of graphic elements and templates for use on the NBA website, email, social media, and direct mail, such as infographics, cover images, flyers, postcards, etc.
- *Website/Digital* – Assist with audit and maintenance of NBA website, including updates and page/search optimizations; collaborate with team through development and launch of refreshed NBA website.
- *Photo/Video* – Assist with event photography and video production/project management, including creating/editing in-house videos as possible, as well as coordinating with outside freelancers on video projects. Utilize transcription services and freelance translators to provide captioning for videos.
- *Direct Mail/Fundraising Appeals* – In partnership with the Director of Development and Director of Marketing, assist with completion of key development mailings for NBA audiences and stakeholders.
- *Database Maintenance* – In partnership with the Director of Development, help prepare spreadsheet updates for constituent records in NBA's database.
- *Grants Communications* - With the Director of Marketing and in partnership with the Mission and Ministry Grants Committee/Coordinator, prepare/finalize communications materials throughout the grant cycle, including application promotions, grantee announcement/news release, grantee online profiles, impact stories and reports, etc.
- *Program Communications* – Assist with communications plans and cultivation strategies throughout NBA's program areas, such as prospective NBA XPLOR Residents and NBA Incubate SENT Seminar Participants. In partnership with the NBA Program Team, assist with webinars, communications projects/needs, and possible on-site event support arising with Disciples health and social service ministry partners (NBA Incubate/Connect Partners) and NBA Affinity and Peer Groups.
- Other duties as assigned.



# National **Benevolent** Association of the Christian Church (Disciples of Christ)

CALLED TOGETHER | CALLED TO CARE

This list of “Essential Duties and Responsibilities” is not intended to be limiting. The National Benevolent Association reserves the right to revise this job description as needed to comply with actual job requirements.

## **QUALIFICATIONS:**

1. Bachelor’s degree preferred, and/or equivalent relevant professional experience required; writing sample, portfolio, and/or project assignments may be requested throughout the application process.
2. Excellent interpersonal and communication skills, including writing, editing, and the ability to communicate across mediums such as phone, video, and in person.
3. Experience with digital/content marketing (including web, blogs, email) and social media in a corporate or nonprofit setting.
4. Self-directed and goal-oriented, as informed by organizational needs and mission; able to prioritize and multi-task meeting deadlines and a demonstrated resourcefulness in setting priorities.
5. Strong organizational skills and exceptional attention to detail, with the ability to work independently without close oversight, take initiative, and contribute ideas for enhancing performance.
6. Energy and enthusiasm for hospitality and service-oriented leadership.
7. An optimistic outlook and the humor, integrity, and patience necessary to work within a transformative environment.
8. Knowledge of and commitment to the mission, vision, values, and goals of NBA, and knowledge and understanding of the Christian Church (Disciples of Christ) denomination, and the covenantal relationship with NBA.
9. The ability and willingness to travel.

## **WORKING ENVIRONMENT:**

1. Work in a variety of settings and at a variety of meetings, working alone at times and with diverse groups at other times.
2. Flexibility of work hours.
3. Extensive use of technology required; proficiency in this is necessary.

**This is not an employment contract.**

**This Job Description is not, nor is it intended to constitute, a contract of employment between The National Benevolent Association of the Christian Church (Disciples of Christ) (“NBA”) and the employee engaged to perform the job described herein (“employee”). The NBA reserves its full rights as the employer, and the relationship between the NBA and the employee is intended to be one of employment at will, meaning that both the NBA and the employee shall have the same right to terminate the employment relationship at any time, without prior notice, and either with or without cause. The NBA further reserves the right to amend all or any portion of this job description (including, but not limited to, the duties, responsibilities and requirements for the job) at any time and from time to time without prior notice to employee.**

## **TO APPLY:**

Please submit resume and cover letter in PDF form to Rev. Dani Loving Cartwright, NBA VP of Operations, at [dcartwright@nbacares.org](mailto:dcartwright@nbacares.org) (subject line: Marketing Associate Search) by **Monday, March 4, 2019.**