



## American Baptist Women's Ministries is seeking a Social Media Associate

American Baptist Women's Ministries (ABWM) has a long heritage of being on the forefront of mission and ministry with women and girls worldwide. From our very roots to today, AB Women's Ministries has addressed critical issues such as sex trafficking, poverty, equal voice, safety and security, access to water and other natural resources, leadership development, and, of course, spreading the good news of Jesus Christ.

The **Social Media Associate** will create social media campaigns, including content ideation and implementation schedules. The Social Media Associate will cultivate and grow online relationships with target constituents to expand ABWM's reach by increasing participation, knowledge, and financial support for the ministries. This is a 1-year contract opportunity for option to renew.

The **Social Media Associate** must be experienced with various social media platforms. Core responsibilities include

- Ensure brand consistency in social media messages
- Collect customer data and analyze interactions and visits, plus use this information to create comprehensive reports and improve future social media initiatives and campaigns
- Grow and expand ABWM's social media presence into new social media platforms, plus increase presence on existing platforms
- Create and distribute engaging written and/or graphic content in the form of e-newsletters, web page, and blog content, and social media messages
- Maintain online relations with AB women and target constituents by organizing and developing specific customer-relations programs

The successful candidate will have:

- A passion for the work, ministry and values of ABWM.
- Bachelor's degree with 1 - 3 years' experience in a social media role.
- Working knowledge of various social media platforms.
- 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.
- Ability to manage multiple tasks and projects under tight deadlines while keeping a professional demeanor.

- 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 Hours**

\$20,000 per year based on approximately 10-15 hours per week with relatively flexible schedule.

**Interested?** Send **Cover Letter** and **Current Resume** to:

[info@abwomensministries.org](mailto:info@abwomensministries.org)

### **LOCATION:**

1075 First Ave STE C-210 · King of Prussia, PA · 19406, (610) 768-2288 ·

[info@abwomensministries.org](mailto:info@abwomensministries.org)