

**POSITION DESCRIPTION
COOPERATIVE BAPTIST FELLOWSHIP**

TITLE:	Marketing and Communications Manager
EMPLOYMENT STATUS:	Full-time; Exempt
DEPARTMENT:	Identity and Communications

RESPONSIBILITY: To provide marketing and communications support as a member of the Identity and Communications team.

REPORTS TO: Communications Director

RELATES TO: CBF Identity and Communications team and all CBF staff, field personnel, constituents

SUPERVISES: No one

DUTIES:

1. Serve as Associate Editor for CBF's *fellowship!* magazine. Participate in the planning and production process, create content as needed and do extensive copyediting.
2. Assist the Communications Director in supporting the development of print, digital and video resources, including content review, copywriting, copyediting and brand management.
3. Assist the Associate Coordinator for Identity and Communications in developing marketing plans for CBF initiatives, resources, publications and events.
4. Support the execution of CBF's email marketing, including planning, formatting and distributing email marketing pieces. This includes managing the production of the weekly email updates, as well as editing and distributing content for all special newsletters and email campaigns.
5. Assist the Communications Director in writing, editing and posting news releases, covering meetings of CBF's governance bodies, General Assembly and other CBF events.
6. Manage marketing requests including business cards, field personnel support items, displays, giveaways, t-shirts, etc.
7. Serve as Associate Editor for the CBF General Assembly Guidebook. Participate in the planning process, create content and copyediting.

8. Serve as Identity and Communications team's Salesforce CRM lead.
9. Help provide Marketing and Communications education and support for all field personnel training, field personnel reorientation, and student internship orientations.
10. Perform all other duties as assigned.

INDEPENDENCE: 1...2...3...4...5...6...**7**...8...9...10

REQUIREMENTS:

EDUCATION: Bachelor's degree required.

EXPERIENCE: Minimum of three years experience in a related field, with preference given to experience in journalism, public relations, communications and cross-cultural communications. Demonstrated experience in Microsoft Office Suite and digital marketing/communications software (e.g. Constant Contact, ExactTarget). Familiarity with Associated Press Style and Adobe Creative Suite a plus.

SKILLS: Excellent writing and copyediting skills, database experience, e-mail marketing. Ability to learn new digital tools and platforms and follow style guides. Organizational skills, including meeting deadlines, project management and multi-tasking.

OTHER: Exemplary Christian character and integrity with commitment to the mission of CBF.