

**Job Title:** Marketing/Communications Specialist  
**Immediate Supervisor:** Director of Communications

**Classification:** Exempt, FT  
**Date:**

**Purpose:** Provide content for digital platforms and printed materials to reach internal and external audiences. Grow Avant's brand identity and effectively tell its story so that an increasing number of people become meaningfully engaged in the missional experience of the organization. Serve as project manager, editor, and/or principal writer for a wide variety of projects. Ensure the brand message is consistent, timely, and relevant.

**Primary Duties and Responsibilities:**

- Manage writing projects, from inception through production for blogs, newsletters, magazines, brochures, and other promotional materials
- Coordinate the production of the Avant Magazine, which includes writing and editing stories and ads, correspondence with missionaries, and overseeing the printing process
- Produce marketing copy for the Avant website, including photo selection
- Create innovative marketing campaigns and strategies to present to the team
- Analyze the effectiveness of marketing campaigns by tracking the performance and metrics
- Manage the social media channels by scheduling posts, writing captions, engaging with other brands, boosting posts and paid ads, running monthly analytic reports, etc.
- Collaborate with the communications team and other departments to come up with branding ideas, promotional materials, and advertising copies
- Ensure brand integrity by confirming color, font, and grammatical consistency on all materials. Also, ensure consistency in organizational message and voice
- Reply to email correspondence and requests in a timely manner
- Provide newsletter coaching for missionaries
- Perform other duties as assigned or requested

**Job Requirements:**

- Participate in daily prayer time for our missionaries; attend monthly chapel.
- Sign Avant Ministries Doctrinal Statement, testifying you adhere to this doctrinal position.

**Job Qualifications**

- Bachelor's degree in communications, digital media, marketing, or related degree.
- 1-3 years of prior experience in a similar role
- Excellent writing, editing, and proofreading skills, ability to easily change writing styles to fit the audience/work
- Strong project management skills. Comfortable managing multiple projects, priorities and deadlines
- Knowledgeable in Microsoft Word, Excel, and PowerPoint
- Demonstrate knowledge of business correspondence, marketing materials and reports
- Familiarity with paid social media platforms, web analytic tools and SEO
- Knowledge of web design and content management systems
- Cross-cultural ministry experience preferred
- Spanish language proficiency a plus
- Ability to produce high-quality work on deadline, while maintaining good relations with colleagues
- Ability to quickly and effectively gather information by means of interviews, database research, etc.
- Ability to work both collaboratively and independently

**Physical Demands and Work Environment:**

- While performing the responsibilities of the job, the employee is required to talk, hear, use their hands and fingers to operate office machinery, is often required to sit, stand, walk, reach with arms and hands, is occasionally required to climb, balance, stoop, kneel, crouch, or crawl. Vision abilities required by this job include close vision. The noise level in the work environment is usually quiet to moderate.