

TEXAS ★ BAPTISTS®

BAPTIST GENERAL CONVENTION OF TEXAS

OPEN POSITION POSTING

Opening Date: 11/07/2017

Closing Date: Until Filled

Position Title: Marketing Consultant

Department/Division: Communications Team

Job Type: Regular Full-Time, Exempt

Location: 7557 Rambler Road, Suite 1200, Dallas, TX 75231

BASIC FUNCTION: To provide client service, marketing strategy, communications tactics, workflow management and design input for the missions and ministries of the BGCT and Texas Baptist churches.

Position description/objective: *NOTE: Some descriptions may have more specific duties and/or goals and objectives attached to this form. Such attachments normally reflect unique aspects of specific locations, shifts, departments, etc.*

- *1. Plan and coordinate marketing communication efforts for Texas Baptists' missions and ministries.
 - a. Meet annually with teams to create a marketing plan.
 - b. Meet regularly to ensure timeliness and accuracy of needed promotional efforts.
 - c. Manage the workflow between the ministry (client) and the Design, Web and Communications team.
 - d. Offer creative ideas for marketing improvement.
 - e. Maintain communication between Communications and the client on any/all project timelines, deadlines and progress.
- *2. Build and sustain relationships with the Texas Baptists staff and members of affiliated churches and collaborating missions.
- *3. Ensure the Convention's key messaging is woven throughout all promotional material and communication to also include design elements.
- *4. Collaborate with BGCT Communications Team to:
 - a. Create communications strategies
 - b. Use the most effective methods of communicating the message of the Convention.
- *5. Edit various promotional copy written by client.
- *6. At times, write or assist in writing content for brochures, ads, web pages, etc.
- *7. Must have a warm, open, people person with stellar communication skills and be capable of working on numerous projects simultaneously with limited exhibited stress.

Marketing Consultant

- *8. Must be well spoken, organized, confident and good at negotiating through issues.
 - *9. Maintain compliance with BGCT policies and procedures. Maintain compliance with all state and federal laws and regulatory requirements.
 - *10. Attend meetings, training and continuing education courses to stay current with new trends in journalism and communications as required.
 - *11. Process mail and other correspondence accurately daily.
 - *12. Prepare and proofread letters, memos, spreadsheets and other correspondence accurately and timely.
 - *13. Promptly answer phones, take messages and respond to requests for information accurately.
 - *14. Perform other duties as required.
- *Task which is considered to be an essential function of the job

Required skills and experience: *NOTE: These requirements represent minimum levels in order to perform the job on a satisfactory basis. Candidates must have the ability to satisfactorily perform the essential functions of the job.*

1. In-depth understanding of a comprehensive field of knowledge, generally acquired through a marketing or communications degree and applicable work experience. Requires Bachelor's degree in related field or equivalent minimum of four years proven experience in related role.
2. Active membership in a church supportive of the BGCT during employment.
3. Commitment to Christian principles and teachings both professionally and personally, with an understanding and commitment to Baptist distinctives.
4. Stay aware of best practices and trends of journalism and communications.
5. Effectively manage personnel; requires administrative skills to include but not limited to staff selection, development, motivation, scheduling, and evaluation.
6. Manage budgets and resources effectively.
7. Properly evaluate the effectiveness of communication tactics.
8. Properly counsel leadership and staff on best journalistic practices to employ in order to achieve desired results.
9. Make accurate, informed decisions on the direction of journalistic communications.
10. Broad knowledge of communication channels including print, Internet, television/video, and radio.
11. Excellent interpersonal skills.
12. Proficient ability to speak, read and write English.
13. Ability to speak clearly and make self understood in face-to-face interactions; to articulate with accuracy on the telephone.
14. Ability to hear and receive verbal instructions, answer phones, and proficiently communicate in situations with some background noise.
15. Ability to concentrate on fine detail with some interruption; ability to focus attention on tasks for 45-60 minutes at a time on a continuous basis.
16. Understand and relate to the theories behind several related concepts; ability to remember verbal and written tasks/assignments from a few hours to long periods of time.

17. Establish and maintain effective working relationships with staff, vendors, churches, committees, organizations, etc.
18. Professionalism in the workplace to include professional and accurate communication with others.
19. Proficient working knowledge and ability to use various office software including, but not limited to, Microsoft Word, Microsoft Excel, Google email, Photoshop, and basic Internet software.
20. Ability to use up to 50 pounds of force occasionally and/or up to 20 pounds of force frequently and/or 10 pounds continuously to move objects
21. Ability to grasp, push, pull, carry or otherwise manipulate objects; ability to perform tasks requiring action of muscles or groups of muscles and foot and/or hand-eye coordination.
22. Requires ability to walk, stand and sit, sometimes for prolonged periods of time

CONTACT: **Human Resources**
 Phone 214-828-5168
 FAX 214-887-5455
 E-Mail hr@texasbaptists.org

The Baptist General Convention of Texas is an Equal Opportunity Employer.