



**Job Title:** Senior Writer  
**Team:** Content  
**Division:** Marketing  
**Group:** Marketing and Ministry Support  
**Location:** Alpharetta  
**Reports to:** Content Coordinator  
**Exempt/ NonExempt:** Exempt  
**Southern Baptist Required:** Yes

**SUMMARY:**

The NAMB Senior Content Unit Writer/Editor's primary role is to ensure alignment of all content with organization Brand Strategy and Marketing Strategy and to inform strategic direction for organizational content development

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

1. *Editorial*

- Generate story ideas and develop story leads
- Write marketing copy in support of NAMB strategy
- Write stories
- Edit stories
- Provide media coverage at NAMB events
- Work alongside NAMB Research to ensure accurate, consistent data is being updated and incorporated into current content
- Provide editorial overview of all assigned content projects from concept to posting or publishing
- Manage editorial calendar and contractor relationships on all assigned content projects
- Help in-house clients determine how best to communicate messages
- Research and vet church planters, chaplains and other missionaries for coverage

2. *Management*

- Serve as project manager for assigned content projects
- Serve as managing editor for *On Mission*
- Serve as editorial staff for the Send Network blog
- Provide editorial direction for the Send Network e-newsletter

**EDUCATION and/or EXPERIENCE:**

Bachelor's degree (B.A.) or equivalent; or eight or more years' related experience and/or training; or equivalent combination of education and experience.

**CHRISTIAN WALK:**

Evidences of a mature and growing Christian walk characterized, by Paul, in 1 Timothy 3 and Titus 1. Personal wisdom and sufficiency are grounded in Christ, with a life submitted to God's authority in all things, including sharing Christ. Demonstrates an active prayer life,

gives regularly to the work of the church and readily applies scripture to personal and professional situations.

**COMMUNICATION SKILLS:**

Ability to read and understand most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Listening skills must be excellent with a proven ability to understand what is said and what is meant. Active listening is essential to effectively represent the ministry. Written skills must be strong and flexible. Experience writing a formal letter or report, a proposal, background briefing, memos, email communications and personal notes is strongly desired. Writing must be clear and concise. Verbal skills must be polished and professional. Clarity of expression, good organization of thoughts, effective articulation and humor are a must. Ability to respond to common inquiries or complaints from customers. Ability to effectively present information to top management and public groups.

**MATHEMATICAL SKILLS:**

Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

**REASONING ABILITY:**

Ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems. Ability to deal with nonverbal symbolism (formulas, scientific equations, graphs, musical notes, etc.,) in its basic phases. Ability to deal with a variety of abstract and concrete variables.

**OTHER SKILLS, ABILITIES, AND QUALIFICATIONS:**

Keen eye for story and unique ways to tell stories. Deadline driven and organized. Able to lead and take initiative on projects. Excellent listener and personable when interacting with ministry partners both in the building and outside of it. Knowledge of NAMB purpose and strategy. Advanced understanding of the Southern Baptist Convention, Baptist doctrine, history and polity, and the interrelationships of SBC agencies, state conventions, associations and churches. Proficient in presentation skills.

**PHYSICAL DEMANDS:**

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee frequently is required to reach with hands and arms. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, depth perception, and ability to adjust focus.



**PERSONAL QUALITIES:**

Enjoys healthy, affirming relationships with spouse, family, neighbors and friends. Exhibits integrity in professional and personal life. Modest in dress and deportment, and makes a favorable first impression in both bearing and manner. Aware of personal strengths and shortcomings, potential, psychological needs, biases and prejudices, and actively solicits and benefits from constructive criticism. Personal finances are in order, with no oppressive burden of consumer debt. Is a member of a local Southern Baptist church and takes an active role as time permits. Demonstrates a high level of energy, with a bright, positive affect, warmth and genuine interest in people.