



Job Title: Senior Communications Analyst

Team: Marketing

Division: Marketing

Group: Shared Services

Location: Alpharetta

Reports to: Chief Marketing Director

Exempt/ NonExempt: Exempt

Southern Baptist Required: Yes

SUMMARY:

In collaboration with a strong team of marketing communications colleagues, the Senior Communications Analyst works with ministry leaders across the organization to advise on and implement the market research, audience targeting/segmentation, message strategy development and campaign execution necessary to influence behavior and shape opinions among NAMB's key constituencies. In addition, the analyst works closely with the marketing team's digital, video, content, creative and design experts to implement the right mix of tools to drive actionable and successful communications efforts.

ESSENTIAL DUTIES AND RESPONSIBILITIES: include the following and other duties as assigned:

1. Join in the effort to grow a healthy team culture that centers around community, excellence, collaboration, proactivity and candor.
2. Create, oversee and meet the communications needs for ministry partners from beginning to end.
3. Collaborate with marketing communications team members to deliver a unified message from NAMB.
4. Maintain excellent communication with ministry partners by providing learned and proactive counsel, managing expectations, gaining necessary approvals and communicating deadlines.
5. Plan and document necessary tasks within the project management software (Workfront) to ensure a timely and organized implementation.
6. Maintain relationships with vendors/contractors to learn new products and techniques and industry shifts in order to drive communication for NAMB.
7. Generate helpful, informative and regular reports that update ministry partners on communication initiatives (podcast, blogs, social media campaigns, etc.).
8. Manage relationships by fostering an environment in which ministry partners can have confidence their best interests and objectives represented.
9. Other duties as assigned.



SKILLS AND REQUIREMENTS:

- Highly motivated self-starter with strong work ethic
- Excellent verbal and written communication skills
- Expert in developing and implementing successful strategic communications plans
- Proven ability to target audiences and deliver timely, relevant and impactful messages
- Solid working knowledge of the broad array of communications tools and channels used to influence behaviors and shape opinions
- Outstanding customer service skills
- Strong organizational skills
- Excels in a team environment
- Strong interpersonal skills and the ability to initiate relationships that build trust and influence

EDUCATION AND/OR EXPERIENCE:

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

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

REASONING ABILITY

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.



OFFICE COMPETENCIES

Microsoft Excel is required. Microsoft Word is required. PowerPoint and Outlook are preferred. Use of simple copiers and office machines necessary. Typing skills required at no less than 45 words per minute; prefer 55 and above.

OTHER SKILLS, ABILITIES, QUALIFICATIONS

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 teach 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.

CHRISTIAN WALK

Must meet the General and Lifestyle Expectations as set forth in the North American Mission Board Missionary Personnel Manual.

PERSONAL QUALITIES

Enjoys healthy, affirming relationships with spouse, family, neighbors and friends. Exhibits integrity in professional and personal life. Modest in dress and deportment. Aware of personal strengths and shortcomings and benefits from constructive criticism. Is a member of a local church and takes an active role as time permits. Demonstrates energy, with a bright, positive affect, warmth and genuine interest in people.