

Centered in Christ, committed to excellence,
United Methodist Communications informs,
inspires and engages the people of The
United Methodist Church
and the world.

A General Agency of the United Methodist Church
Posting Extension Deadline: April 2 – 30, 2014

United Methodist Communications / Strategic Marketing Team

Position Title: **Manager, Strategic Marketing**

Basic Purpose: Works with the Strategic Marketing team to develop and execute annual strategic marketing plans. Provides leadership in the overall management of the implementation cycle. Must stay abreast of marketing trends. Must seek out ways to promote the agency's programs, resources and services. Participates in research, identification and integration of best practices in marketing, advertising and branding communication using various channels. Develops measurement strategy and implements return-on-investment reporting systems. Participates in the development of long-term plans to innovate local church marketing strategies. Works with vendors/designers on assigned campaign deliverables.

Requirements:

- Bachelor's degree in marketing/communications or a related field, with 4 years in marketing experience and 2 years in digital marketing.
- Experience in online and social media marketing, mobile marketing, search engine marketing, search engine optimization, email marketing, any other online and new media channel.
- Strong project management skills are needed.
- Must be comfortable with Google analytics.
- Knowledge and understanding of church /non-profit industry is needed. Knowledge of The United Methodist Church is an asset.
- Must be able to work with designers/vendors when necessary.
- Background in marketing communications, product development, project management, copy writing and advertising production. Advanced communications skills including handling client communications.
- Knowledge of creative design process and experience with design tools a plus. Computer skills in Microsoft Word, Excel, PowerPoint and Outlook.

Benefits:

- Base salary (Call HR to inquire.)
- Regular Full-time Position (L13)
- Medical, Prescription Drug, Dental and Vision Insurance
- Life Insurance, Supplemental Life Insurance, and Dependent Life Insurance
- Accidental Death and Dismemberment Insurance
- Short and Long Term Disability Insurance
- Retirement/Pension Plan /Personal Investment Plans
- Flexible Spending Accounts for Medical and Dependent Care
- Paid Holidays (eleven annually)
- Paid Vacation / Paid Sick Leave and Personal Leave
- Continuing Education
- Free Parking

To apply or for more information contact: UMCom/Human Resources

P. O. Box 320 (810-12th Ave. S., Nash. 37203), Nashville, TN 37202-0320

Phone: 615-742-5137 Fax: 615-742-5428, Email: hr@umcom.org

To apply please provide the following:

Cover Letter → Resume → Complete Application Form → References