



## Digital Marketing Manager

**Department:** Marketing and Communications

**Supervisor:** Director of Marketing and Communications

**FTE: or Hours:** 0.75

**Anticipated start date:** April 2023 or as soon as possible

**Location:** Elkhart, Indiana

Application review begins immediately and will continue until the position is filled.

### Summary:

The Digital Marketing Manager serves as a member of the AMBS Marketing and Communications Team, contributing to the concept, development and production of marketing and communications projects. Primary responsibilities include managing the seminary's website and overseeing social media strategy and implementation, digital marketing and database management, and video production.

### Responsibilities and duties:

- Website oversight and management (WordPress)
  - Strategize website content and organization/structure.
  - Maintain AMBS website and continually explore and implement ways to improve its functioning — including major updates if needed.
  - Provide training to AMBS employees on website updates; approve website updates made by other employees.
  - Create and execute a plan for search engine optimization of the AMBS website and creating PPC ads with search engines.
  - Work with the website host to ensure that AMBS website is live regardless of scheduled work hours.
- Social media oversight
  - Regularly post to AMBS social media platforms.
  - Help develop and implement social media advertising plans.
  - Participate in continuing education efforts to stay current on social media trends.
- Video production
  - Strategize and implement video production to further the goals of the institution.
  - Maintain video equipment.
- Mass email
  - Oversee institutional MailChimp email newsletters and mailing lists.

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- o Create and implement mass email strategies and policies to maintain best use and legal practices.

#### **Qualifications and skills:**

- Bachelor's degree.
- Proficient in WordPress.
- Proficient with MailChimp.
- Strong and healthy communication skills – interpersonal, written, and spoken.
- Strong computer skills and eagerness to keep up with emerging digital and social marketing strategies and needs.
- Ability to organize efficiently and work accurately with detail.
- Ability to initiate appropriate work.
- Commitment to AMBS values and mission.
- Willingness to engage in an Anabaptist learning community.
- Commitment to undoing racism and/or similar initiatives.
- Ability to appropriately navigate cultural and other differences.
- AMBS requires COVID-19 proof of vaccination or a medical/religious exemption for all employees.
- Knowledge of Mennonite Church USA and Mennonite Church Canada is a plus.

#### **Hiring policy**

Commitment to Anabaptist Mennonite Biblical Seminary's mission and support of its Anabaptist and ecumenical vision are essential. AMBS does not discriminate against employees or candidates for employment on the basis of race, sex, color, national origin, age, disability, sexual orientation, gender identity, or any other legally protected status.

AMBS is committed to anti-racism as one of the ways we practice God's reconciling mission in the world. Candidates for employment will have a strong motivation to join our efforts to work for racial equity and make AMBS an increasingly diverse learning community.

#### **To apply**

Please submit resume, cover letter, and a list of three references to:

**Carla Robinson**, AMBS Human Resources

hr@ambs.edu or 3003 Benham Avenue, Elkhart IN 46517

Women and other underrepresented groups are encouraged to apply.

*Updated: 3-28-23*

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