

NORTH AMERICAN DIVISION

JOB OPPORTUNITY

Applications for the job listed below will be accepted from the time of posting from **NORTH AMERICAN DIVISION** employees **WITH AT LEAST ONE YEAR OF SERVICE IN THEIR CURRENT POSITIONS.**

TITLE OF JOB: Associate Director—Web and Marketing

DEPARTMENT: Communication (NAD-COM)

SUPERVISOR: Communication Director

REMUNERATION GRADE/RATE Regular, Full-Time (Exempt)

LOCATION: Columbia, MD—On-site/In-office at the NAD Headquarters

NOTE: This position is not eligible for any type of regular remote or teleworking arrangement. For candidates living outside of the MD geographical area, relocation is required.

POSITION SUMMARY: Serve as an Associate to the Communication Director, with a broad range of management, web, marketing, editorial, and digital media delivery responsibilities. Oversee the creation and implementation of content on the website of the North American Division; supervise corporate website updates and upgrades; and serve on digital strategies committee. Work with supervisor to manage editorial content for external and internal media outlets throughout the North American Division, including the acquisition of editorial content from unions for distribution to the division membership via traditional church media outlets and social media. Supervise the written content that is placed on the division's Facebook, Twitter, Instagram and other web-based outlets. Help to build a network of Adventist news professionals willing to volunteer to help support the media relations work throughout the North American Division. Oversee the management of editorial content for NAD NewsPoints, and liaison with Adventist Review Ministries and Adventist News Network for news content.

AUTHORITY, ACCOUNTABILITY: Authority as delegated by the department Director. Responsible for assisting in the directing of the administrative activities of the Communication department in accordance with North American Division policy and objectives. Responsible to the corporate church body through department director for administration of church policy in harmony with the beliefs of the Seventh-day Adventist Church.

ESSENTIAL JOB FUNCTIONS:

Web

- Coordinates content on the website of the North American Division; supervises corporate website updates and upgrades.
- Liaison with outside firm to maintain website security, design, and any special build projects on site.
- Serves on the digital strategies committee.
- Works with Department Director to monitor and update as needed social media standards and protocols for the division.
- Manages Flickr photography account, and liaises with Adventist Media Exchange.
- Other duties as assigned by supervisor.

Marketing/Editorial

- Writes or edits and sends news releases, pitch letters, fact sheets, and other materials as needed by public media; develops relationships with public media
- Work with division, union and local conference communication directors to source stories that can be utilized in telling the "story" of the North American Division.
- Serve as field producer/reporter on assignments to cover written and video news/documentary stories in the division.
- Takes or arranges the taking of photographs as necessary.
- Builds a network of Adventist news professionals willing to volunteer to help support the media relations work throughout the North American Division.
- Assists with publicity efforts for the disaster relief work of the Adventist Community Services (ACS) in the United States and Canada - and coordinate publicity efforts from disaster sites as possible. Help to train local ACS staff/volunteers in proper communication protocols and techniques.

- Other duties as assigned by supervisor.

Other Office Functions

- Along with the Director, assist in supervising the work of the News Writer News Producer.
- Works with supervisor to develop materials for use by local church communication leaders.
- Help with coordination of the Society of Adventist Communicators Convention and the Sonscreen Film Festival.
- Other duties as assigned by supervisor.

EDUCATION/EXPERIENCE/CREDENTIALS: Bachelor's (BA/BS) degree preferred, English, Journalism, or Communications required. Graduate degree desired. Seven or more years of appropriate experience are needed to gain the skills and knowledge required to perform job duties.

KNOWLEDGE AND SKILL: Specialized knowledge of print publication principles and standards. Ability to organize, motivate and lead. Knowledge of principles, policies and beliefs of the General Conference of the Seventh-day Adventist Church. Knowledge of church structure and organization, including committee procedures, etc. Knowledge and skill in appropriate methods of dealing with human behavior in various circumstances. Advanced command of language skills including proficiency in verbal and written.

Ability to perform administrative functions; develop long- and short-term plans and programs to effectively evaluate work accomplishments; establish and maintain effective relationships with internal/external personnel. Must possess advanced ability to effectively present facts and recommendations in oral and written form.

Ability to delegate, supervise, and assist employees in personal and professional growth.

CONTACTS, ORGANIZATIONAL RELATIONSHIPS: Must possess the ability to deal tactfully and effectively with own departmental personnel, others within the North American Division, and outside personnel on a daily basis. Individual must remain calm under pressure and exhibit courtesy, diplomacy, and kindness at all times, both in person and on the telephone. Individual must exhibit ability to effectively handle confidential information/situations at all times and maintain a high degree of loyalty and support for the supervisor, department, North American Division, and Seventh-day Adventist church.

If interested in the above position, please submit cover letter, resume, and completed NAD Employment Application to jobs@nadadventist.org. Find the application on the NAD website at www.nadadventist.org/careers.

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