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Presbyterian Church (U.S.A.)

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**Marketing Communications Manager,
Compassion, Peace and Justice Ministries**

Opportunity Guide



*“Witnessing to the good news of Jesus Christ throughout the world,
Presbyterians engage in mission activities, seek to alleviate hunger, foster self-development,
respond to disasters, support mission works, preach the gospel, heal the sick,
and educate new generations for the future.”*

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Summary of the Opportunity

The Presbyterian Church (U.S.A.) (PC(USA)) seeks a communicator to serve as Marketing Communications Manager for the Compassion, Peace and Justice ministry. The Marketing Communications Manager will assist in the development of, and be responsible for executing an integrated marketing plan in order to strengthen church engagement in this important work and raise funds to propel the ministry forward.

Creative, compassionate, and collaborative are key capacities required for this position. While the Marketing Communications Manager is organizationally a member of Communications and Funds Development, the position provides marketing support to Compassion, Peace and Justice which functions as the internal client for the Marketing Manager. The chief responsibility for the Marketing Communications Manager is to tell the story of Compassion, Peace, and Justice, communicating the transformative and life-changing work of this ministry for a range of audiences and through a variety of communication vehicles with the goal of motivating giving as an act of discipleship.

The Compassion, Peace and Justice ministries of the PC(USA) encompass a range of program areas, including the Presbyterian Hunger Program, Presbyterian Disaster Assistance, the Self-Development of People ministry, Social Witness Ministries, Peacemaking Program, the United Nations Office and the Office of Public Witness in Washington, DC. Working with committed colleagues impassioned to respond to the world's pressing needs; the Marketing Communications Manager joins a dynamic, driven and passionate team. She or he has the unique opportunity to directly impact programs that feed people living with hunger, provide hope to survivors after disaster, and transform the lives of people and communities around the world and close to home.

The work of the Compassion, Peace and Justice ministry is supported, for the most part, through three Special Offerings conducted throughout the year: *One Great Hour of Sharing*, typically conducted in Lent or Easter; *Peacemaking Offering*, typically conducted on World Communion Sunday in October; and the *Pentecost Offering*, typically conducted on Pentecost Sunday. The Marketing Communications Manager, working with direction from the Director for Mission Interpretation, is largely responsible for developing the approaches and materials promoting these Special Offerings.

Because of the collaborative and client-service nature of this work, the Marketing Communications Manager has the opportunity to work with a broad cross-section of diverse colleagues at the General Assembly Mission Council, located in Louisville, KY at the Presbyterian Center. The Marketing Communications Manager reports to the Director of Mission Communications with project direction from the Director for Mission Interpretation. Some travel is required; at times, the Marketing Communications Manager will have the opportunity to travel to domestic and international program areas to be better able to interpret this life-changing ministry.

This is an exciting opportunity for an individual with proven marketing and communication experience, strong planning and project management skills; a capacity to work collaboratively in a team with a client-service orientation and who also shares a passion for the Compassion, Peace and Justice ministries of the PC(USA).



Performance Objectives

In carrying out his/her work for the Compassion, Peace and Justice ministries of the Presbyterian Church (U.S.A.), the Marketing Communications Manager will:

Communication Leadership

- Develop an annual marketing plan and message platforms in alignment with, and in support of the ministry strategies and goals of the Compassion, Peace and Justice team, Communications and Funds Development, the General Assembly Mission Council (GAMC) and the Presbyterian Church (U.S.A.).
- Produce communication materials, including website content, print, video, and presentations for assigned ministry area, working collaboratively with the client ministry, Creative Services team and Funds Development colleagues.
- Lead efforts to execute the annual marketing plan and communications strategies, working collaboratively with the Compassion, Peace and Justice team in a client service orientation.
- Execute all communication in a constructive and positive tone to affirm the mission of the PC(USA), GAMC, and Compassion, Peace, and Justice ministry. Evaluate strategies and communication deliverables and seek continuous improvement in collaboration with the client ministry and colleagues.
- Prepare budgets and project plans for clients, in accordance with the communications plan, to be within approved budgets.
- Maintain a thorough understanding of market knowledge to implement effective messaging to all constituencies.
- Translate concepts and messages into effective communications mediums that connect with all relevant audiences.

Funds Development

- In coordination with the Director for Mission Interpretation, develop communication messages and materials that support and strengthen funds development efforts for Compassion, Peace and Justice ministries and the broader mission of the GAMC.
- Develop materials for inclusion in three Special Offerings: One Great Hour of Sharing, Peacemaking Offering and Pentecost Offering. Following the distribution and implementation of materials, analyze and evaluate the effectiveness of materials as fund development vehicles for continuous quality improvement.

External Relations & Collaborative Leadership

- Serve as member of the mission communication leadership team. May be assigned as team member to additional GAMC teams and task forces.
- Develop strategies and recommendations for program staff travel and presentations in order to broaden awareness of and strengthen engagement in the Compassion, Peace and Justice ministries.
- Coach program staff on presentation skills and formulating content knowledge into strong audience-appropriate messages.
- Serve as lead contact for media relations and crisis communications.



The Qualified Candidate

The Presbyterian Church (U.S.A.) seeks a mission-driven professional with strong communication, relationship and organizational skills. She/he will be a goal-oriented, accomplished leader who is passionate about and committed to the PC(USA) mission.

The successful candidate will have:

- Five to seven years of progressive experience in integrated marketing and communications, preferably in a client-service environment.
- A Bachelor's degree; Master's degree and/or a Theological degree preferred.
- Member of a Presbyterian Church (USA) congregation or active engagement in a reformed Protestant church with extensive knowledge of the Presbyterian Church (USA). Preference given to PC(USA) members.
- Excellent verbal and written communication skills, including the proven ability to communicate complex, controversial and sensitive content into language appropriate for a wider audience. Candidates invited to interview will be asked to submit a writing sample.
- Strong analytic and strategic-thinking skills, with demonstrated ability to create, implement and monitor complex plans, and translate those plans into goals and concrete strategies. Candidates invited to interview will be asked to submit a sample marketing plan or similar planning document.
- Capacity to communicate complex theological concepts from a reformed theological perspective, as appropriate to Presbyterian audiences.
- Proven experience building relationships, seeking consensus and managing conflict with diverse constituencies, including staff and volunteers.
- Experience in nonprofit management with fund development experience desired.
- Ability to build teams and create partnerships among staff, the Presbyterian community and other stakeholders.
- Demonstrated ability to gain the trust and confidence of leadership in handling confidential and sensitive matters with discretion.
- Excellent time management and work prioritization skills.
- Ability to be self-motivated and self-directed, with the capacity to thrive under pressure and meet multiple deadlines.

About the Presbyterian Church (U.S.A.)

With national offices in Louisville, Kentucky, the General Assembly Mission Council (GAMC) is the national and international mission arm of the Presbyterian Church (USA), offering the world a visible witness to Jesus Christ through mission and ministry. The GAMC serves and works with congregations, presbyteries, and synods as the central provider of resources that enable individuals, congregations, and governing bodies to carry forth the mission of Jesus Christ in the world. Approximately 700 staff members carry out the work of the GAMC in Louisville, other U.S. offices and around the world.



The Presbyterian Church's heritage comes from the Swiss Reformation of the 1500s, especially in Geneva, led by John Calvin and in Zurich, led by Ulrich Zwingli. John Calvin influenced many of the new Protestants across Europe, including John Knox and others who would reform the church in Scotland and in England.

The Presbyterian Church in the United States is the product of these Scottish and English Presbyterians who were convinced of Reformed theology (centering on the sovereignty of God) and Presbyterian church government (a representative church government ruled by elders). The Presbyterian Church (U.S.A.) has approximately 2.1 million members, more than 10,000 congregations and 14,000 ordained and active ministers.

Maintaining a balanced life, with time for work, leisure, and spiritual nature is important to the 450 staff members at the Presbyterian Center. In fact, Greater Louisville Inc.'s Work/Life Alliance Awards recognized this commitment in 2004. The Presbyterian Center is located in scenic downtown Louisville, along the Ohio River. Relocation assistance is available for candidates moving to Louisville for this position.

The Presbyterian Church (U.S.A.) offers a competitive benefit package including:

- Medical Insurance (company paid)
- Dental Insurance
- Retirement Benefits
- Paid Vacation, Holiday, and Sick Time
- Flexible Spending Accounts
- Death and disability benefit (company paid)
- Short and Long Term Disability
- Long Term Care Insurance
- Educational Assistance Program
- Employment Assistance Program and Work/Life program

Location: Louisville, Kentucky

Named one of America's most livable cities by the U.S. Conference of Mayors, Louisville features vibrant arts and cultural offerings, plentiful leisure activities and the academic benefits of four universities, all in a city of 700,000 people. While Louisville may be best known for the world famous Churchill Downs and all the festivities associated with the Kentucky Derby, the city also proudly hosts a number of other acclaimed cultural attractions, including the Actors Theater and the Humana Festival of Plays, the Kentucky Opera, the Louisville Symphony and the Louisville Ballet. Located along the Ohio River, Louisville offers a dynamic downtown combined with abundant green-space; the city boasts a nationally acclaimed parks system including parks and parkways designed by famed architect Frederick Law Olmsted, who also designed Central Park in New York City.

To Apply

This search is being managed by Kathryn Sime, Search Consultant. Interested candidates should submit resume and cover letter information online at <http://ag-es.kintera.org/applicant>. Questions concerning the position may be submitted by email only to ksime@alford.com. All inquiries will be held in strict confidence.



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