



Massachusetts Baptist Multicultural Ministries Inc.

99 Church Street
Lowell, MA 01852
Phone: 978 455 3340
www.mbmm.org

Digital Content & Communications Specialist

Who We Are: MBMM is a 501 (c) 3 organization originated in 2007 with a grant from Massachusetts Baptist Charitable Society to fund support New Americans. MBMM imperative is weaving God's love across cultures. Our mission is simple, our "ACE": to Advocate, Celebrate, and Empower the new Americans. MBMM is uniquely focused on two objectives: assisting immigrants and refugees which is completely nonsectarian, and the works are done through ACE-Center for New Americans (a DBA of MBMM registered in the city of Lowell) and edifying immigrant churches which are mostly American Baptist Churches USA. MBMM opens opportunities to create contexts for celebrating diversity and inclusion by the sharing of respective cultures and traditions. This assists in easing cultural, linguistic, practical, and socio-economic challenges.

JOB MISSION: MBMM and the ACE Center are looking for a talented Digital Content & Communications and Specialist to join our team. Our projects are a mix of visual design, data visualization, and content creation. Provide digital and communication assistance to Project Directors and Development Director. We want someone who is sympathetic to our cause and wants their work to positively impact the underserved refugee and immigrant communities. In this position, you'll get to showcase your design expertise in creating digital assets and designing print collateral for the organization's communication needs. The individual we seek will be a strategic thinker with meticulous attention to detail, the ability to work well under pressure, and can meet deadlines. You will have excellent interpersonal and communication skills with the ability to multitask and adapt to a fast-paced environment. To ensure success, you should be organized and self-motivated with a keen interest in driving strategic messages to key internal and external role-players.

MBMM is offering a \$1,000 Sign-on Bonus! - Terms apply.

This position is based at our Main Office: 99 Church Street Lowell, MA 01852. It is a full-time position, Monday – Friday, 9am-5pm with flexibility to attend events and meetings as needed.

More specifically, you'll get to:

- Develop content for blogs, social media, and the MBMM website.
- Design the layout and structure of web pages (Squarespace).
- Ensure the user experience of the MBMM website aligns with our mission.
- Assist the team in developing content for advertising, social media, and email campaigns.
- Maintain and update databases for the website and other teams.
- Assist with data entry for various media files and donor database in our CRM.
- Track projects and media exposure to ensure success.
- Design on-brand creative solutions for a variety of uses websites, email templates, social media graphics, flyers, brochures, forms, brand campaigns, photography, and video.
- Take ideas from concept to execution, working with the executive director, program managers, development manager and colleagues to deliver an effective user experience.
- Develop and implement a communication strategy for social media content creation, fundraising efforts, events, and media outreach.
- Work with the project staff and be actively involved in all aspects of the communication and marketing the project and create seamless process/platform of collecting the data from the project.
- Compile, edit and design monthly newsletter.

"Weaving God's Love Across Cultures"



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REQUIREMENTS FOR SUCCESS:

- Bachelor's degree in Communications, Marketing, UX, Computer Science, English, Journalism, graphic design, marketing, communications, or a related field
- Understanding of media relations and digital media strategies.
- Solid editing and researching skills.
- Excellent communication abilities (oral and written) and content writing experience for all media platforms.
- Strong attention to detail and organization.
- Able to proactively address potential issues in a high-volume, deadline-driven work environment.
- Highly computer literate with capability in design software (Adobe Creative Cloud [Photoshop, Illustrator, InDesign, Acrobat] Canva, Final Cut Pro) business software (Microsoft Office, Google Suite, Keynote, Customer Relation Software) other digital communications platforms (Buffer, Squarespace, Zoom)
- Proven social media and networking expertise.
- Strategic and creative mindset
- Highly motivated with a strong work ethic
- Able to proactively address potential issues in a high-volume, deadline-driven work environment.
- Portfolio of work available for review.

BONUS POINTS IF:

- Previous non-profit experience
- Fluency in multiple languages
- Can create motion/animation graphics (After Effects or Motion)

WHAT WE OFFER:

Salary \$48k - \$54k annual salary (depending on experience and internal equity) plus 16% Retirement Benefit and 5% Health Income contributed by the employer after three months of probationary period. Generous Paid Time Off during the Holidays, Vacation, and Personal Time Off. Opportunity to grow and excel in the organization.

Apply To:

For immediate consideration, submit the following:

1. letter of interest
2. resume

To:

Massachusetts Baptist Multicultural Ministries
99 Church Street
Lowell, MA 01852

Or:

Email letter of interest and resume to mar@mbmm.org
Please include "Digital Content & Communication Specialist" in the subject line
Deadline: March 14, 2023

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MBMM is an Equal Employment Opportunity (EEO) employer. All qualified applicants will receive consideration for employment and will not be discriminated against based on race, color, religion, sex, sexual orientation, gender identity, national origin, age, veteran status, disability status, or genetic information; U.S. citizenship or work authorization is required.

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