

## Job Title: Director of External Communications

### Position Summary:

Reporting to the Vice President for Advancement, the Director of External Communications provides content for all advancement communications (marketing, newsletter, appeal letters, website, and social media) aimed at advancing AMG's stated mission, vision and goals.

### Responsibilities Include:

- Give leadership to AMG's donor acquisition strategy and update as needed to maximize results
- Develop materials used in multiple media channels to promote the ministry, communicate vision, and identify needs as appropriate
- Write and edit stories from the field to include in the monthly newsletter, annual report and monthly appeal letter
- Work closely with in-house graphic designer to direct the layout and content of all marketing and communication pieces
- Manage monthly mailings that include newsletters, direct-mail appeals, and email appeals
- Manage subject matter on AMG's website, update stories, provide new content, and inform IT Director of any technical changes need to enhance the donor experience
- Manage daily social media posts in coordination with the Vice President
- Manage events (typically one small event a year) to include venue, invitations, ads, menu, program and day-of preparations
- Lead the development and implementation of a series of communications (touches) with first-time donors
- Manage the organizational use of brand logos, phraseology, fonts and colors, while monitoring compliance
- Employ sound internal and external customer care practices
- Identify and manage competent vendors to design and deliver quality communication products as needed
- Assist in interdepartmental and organizational events as needed
- Participate in weekday staff and department prayer and devotion times

### Qualifications:

- Strong, personal commitment to Jesus Christ and to the Great Commission
- Exceptional communication, customer service and organizational skills
- Ability to work with others and establish good relationships
- Positive can-do attitude and problem-solving abilities
- Proactive, strategic thinker, willing to initiate and follow through on activities required to achieve desired results
- Understanding of marketing principles and sound storytelling
- Ability to access communication needs and develop strategies to meet those needs
- Highly organized and detail oriented, with proven project management skills
- Ability to work with in-house and out-sourced personnel to achieve desired results

- Experience in successfully developing and executing strategic communication plans
- Ability to draw people to the organization and its mission
- Extremely strong writing and editing skills
- Knowledge of graphic design fundamentals (working knowledge preferred)
- Understanding of the elements of a strong photograph (composition, focus, exposure, and simplicity)
- Ability to manage multiple tasks and responsibilities with care, courtesy, accuracy, and efficiency
- Experience performing A/B testing of external communications (preferred)
- Working knowledge of effective fundraising and stewardship practices (preferred)
- Proven ability in working with social media and website management
- Ability to pull and manage mailing lists for various monthly mass communication pieces
- Strong customer care skills
- Polite and courteous demeanor in all interactions with donors, community, field personnel and home office staff
- Ability to work as part of a team within the Advancement department and within the organization; especially with the Missions' team
- Willingness to abide by AMG's policies and guidelines as found in the employee handbook

#### Required Experience:

- At least three to five years of paid writing and editing experience
- One to three years managing direct-mail communications
- One to three years of WordPress experience
- Regular church attendance
- Experience utilizing Salesforce (preferred)

#### Required Education:

- Bachelor's degree in marketing, communications, journalism or similar (required)
- Master's degree (preferred)

#### Organization:

AMG International is a Gospel-first global ministry that meets people's deepest needs – spiritual and physical – while inspiring hope, restoring lives and transforming communities in Jesus' name. For over 75 years, we have leveraged the insights of local leaders and churches, that know their communities best, to identify the right strategies to meet the deepest needs. Our methods include child and youth development, media evangelism, pastor training, church planting, medical care and disaster relief.