



POSITION DESCRIPTION

Position Information

JOB TITLE: Marketing Project Coordinator

GRADE:

REPORTS TO: Vice President, Marketing & Digital Strategy

HRS WKD PER WEEK: 40

Location Information

Division (s):

- Finance
- Resource Development
- Publishing
- Translations
- Partnerships
- Operations & Administration
- Global Technology/IT
- Office of the CEO
- Communications & Marketing
- Human Resources
- Bible Engagement
- Other _____

Geographic Location (s):

- Colorado Springs
- Miami
- Other US location

- Other location

Department: MarCom

Department Number:

Effective Date:

Status: New
 Revised

POSITION DESCRIPTION

Marketing Project Coordinator

Purpose

The purpose of this position is to serve the Marketing & Communications and Development departments with a wide variety of needs related to the execution of strategies, projects & initiatives. This position is a jack-of-all-trades who can jump in and help the team be successful in the completion of its work, including: coordinating projects, communicating with stakeholders on project work, assisting in keeping resources & systems organized, managing files & folders, editing content, and more.

Scope:

The scope of this position is supporting the MarCom & Development teams, and providing project and administrative assistance. It will primarily interface with the Marketing & Development teams, but also is expected to communicate regularly with vendors and partners, as well as other departments within Biblica. Measurable outcomes are primarily around ensuring the control of timeline, costs & quality for projects under this person's purview.

Responsibilities:

I. Leadership

- A. **Planning** Work closely with leadership to plan communications & marketing schedules. Able to make recommendations for plans & schedules, based on analytics, seasonal trends, and marketing best-practices.
- B. **Managing** Manage a wide variety of MarCom & Development projects. Manage schedules and timelines. Able to "manage up" and work with peers to get tasks done without direct reporting authority.
- C. **Developing** Committed to personal leadership development and growth. Recommend to leadership trends & techniques related to areas of job scope.
- D. **Leading** Proven leader who can apply best-practices in marketing and project management to create a culture of excellence in project execution. Able to bring ideas to the table related to departmental policy, best-practices marketing campaigns, and more.

II. Performance

- A. **Project Coordination** – Keeps projects & initiatives within MarCom and Development organized. Assists the team in ensuring projects remain on-time, on-budget, and maintain quality standards. Works within tools &

systems used for project management to ensure tasks are up-to-date. Assists team in assigning due dates, holding team accountable to due dates, and managing the proper flow of project execution for successful projects.

- B. Communications Scheduling** – create and manage communications schedules for MarCom & Development projects, coordinating schedules with key fundraising needs, seasonal variances, analytics and data. Work closely with leadership to create these schedules (final decisions to be made by leadership).
- C. Writing & Editing** – While not a professional copywriter, this person should be proficient at writing copy or editing already written copy. Able to write quick, short copy blurbs if needed, and/or assist the team in ensuring quality copywriting in other written materials.
- D. Systems management & implementation** – The Biblica MarCom & Development teams use a variety of systems & tools to get the job done, including (but not limited to), NeonCRM, PostUp, Box.com, MyBiblica, Slack, and more. This position is expected to become proficient in all these systems, able to effectively use them to the success of MarCom & Development initiatives. Able to strategize the most effective use of these systems, and provide recommendations to leadership about how processes & procedures could be enhanced within these tools.
- E. Departmental administration** – Manage digital files & folders in Box for the MarCom & Development departments. Assist the department in remaining organized, staying clutter-free, and helping out wherever possible to keep an efficiently-running department.
- F. Analytics** – Alongside other team members, regularly review and analyze datapoints available to the team, and make recommendations to leadership based on data.
- G. Event assistance** – Biblica regularly hosts donor & partner events at our headquarters in Colorado Springs. This position would be a key player in ensuring the success of these events, assisting with program flow, schedule, décor, food, logistics, transportation, coordination with staff, and more.
- H. Interpersonal /Personal Skills** - The ability to build rapport with other Biblica staff members, as well as Biblica vendors and partners, is critical to the success of this position. Able to obtain information and required items by deadlines, without a direct line of authority, is of utmost importance. Communicates regularly with all internal Biblica staff, including international staff, as well as Biblica vendors.
- I. Communications Skills** - Excellent written and verbal communication skills a must. Able to write and edit content. Able to give presentations and train staff on key tools.
- J. Ministry and/or departmental Policy** - Works closely with VP of Marketing & Digital Strategy to set out timelines and priorities for projects.

III. Reporting Relationships

Reports to Vice President, Marketing & Digital Strategy

IV. Resource Responsibilities

No invoice signing responsibility. P-Card will be given for needed purchases.

V. Qualification and Competencies

- A. **Strong personal commitment to Christ and Biblica's Purpose, Mission Statement, Statement of Faith, Christian Community Policy.**
- B. Bachelor's degree required, preferably in Business, Marketing, Project Management, or a related field
- C. PMP, CSM, Six Sigma, or related certification preferred, but not required
- D. Keen understanding of marketing principles, how a marketing team works, and how to advertise effectively.
- E. Understanding of fundraising strategies and techniques a plus, especially related to donor appeals, newsletters, copywriting style, etc.
- F. Experience managing projects in fast-paced and dynamic environments
- G. Experience with a variety of project management methodologies, including Waterfall, Agile (Scrum or Kanban), and more
- H. Experience with a variety of project management tools
- I. Excellent written communication skills a must. Proficient at writing copy, as well as knowledge of basic grammar rules & writing best-practices for the purposes of editing.
- J. Experience with Adobe programs a plus (Photoshop, Illustrator, InDesign)
- K. Able to self-prioritize, work quickly in a changing environment, and not overwhelmed by frequent changes in priority or new information given at a fast pace. Thrives in a dynamic and fast-paced work culture.
- L. Able to communicate to global staff with cultural sensitivity, and build relationships with a variety of types of individuals.

Travel: 0-10%, minimal travel required

The above job description is intended to describe the general nature and level of work being performed by staff assigned to this position. It is not intended to be all-inclusive as other duties as assigned are to be completed.