

Mustard Seed Communities

Associate Director of Communication and Digital Engagement Full-time Position based in Medfield, MA (15 miles outside of Boston)

Organization Overview:

Mustard Seed Communities (MSC) is an international nonprofit organization dedicated to caring for the most vulnerable populations throughout Jamaica, Nicaragua, Dominican Republic, Zimbabwe and Malawi. Founded in 1978, MSC provides loving and lifelong care to over 650 children and adults with disabilities, children affected by HIV, and young mothers in crisis. In addition, MSC manages sustainable agriculture initiatives and provides education, nutrition, and vocational training to marginalized communities. MSC is a faith-based organization, inspired by the healing and caring ministry of Jesus Christ.

MSC has an annual budget of over \$6M and is growing steadily with a committed base of donors throughout the United States. Over 1,400 volunteers participate in MSC's mission program each year. The mission program provides volunteers with the unique opportunity to live and work among MSC residents and staff. As a result of experiencing the work of MSC firsthand, mission volunteers often become MSC's biggest supporters and advocates. Mission volunteers play a critical role in the development and fundraising of MSC USA.

Visit www.mustardseed.com for more information.

Position Overview:

The Associate Director of Communication and Digital Engagement manages and develops MSC's digital fundraising, advertising, and communication tools to increase donor fundraising and engagement in order to support Mustard Seed Communities' growth.

Responsibilities Include:

- Manage Mustard Seed Communities' website, creating and implementing strategies that communicate the brand effectively, ensuring that it is accurate, consistent, and current
- Promote the organization's mission, strategy and achievements
- Establish and maintain the creation of templates, content and brand standards for e-communications; innovate and bring forth creative ideas for the promotion and/or support of content marketing
- Develop and implement a communications plan
- Create, test, and publish digital content across MSC digital platforms
- Develop and manage emails, landing pages, tools and graphics for online fundraising activities, including donation forms, e-commerce store and virtual event management
- Oversee Mustard Seed Communities' social media channels, such as the blog, Facebook, Instagram, Twitter, Vimeo and other platforms to increase engagement, and grow the organization's social following
- Utilize Google Analytics to track page traffic and other key indicators for data research; interpret and analyze data to provide maximum reach; maintain a working knowledge of principles of

- search engine optimization and help implement SEO and SEM best practices
- Collaborate and execute on digital fundraising and engagement initiatives to acquire, renew, and retain donors and volunteers
- Track and analyze digital metrics and use KPIs to inform digital strategy
- Manage the collaboration of creative development, visuals and content for campaigns, online features, and social media
- Take the lead on expanding digital and print advertising programs in order to grow MSC fundraising initiatives to diverse markets
- Oversee the creation and design of promotional materials, direct mail pieces, invitations, and press releases for targeted audiences
- Stay informed of industry best-practices among nonprofits and throughout the digital marketing industry
- Responsible for the management of digital marketing vendors, developing timelines and project plans to ensure projects are done on time and on budget
- Manage 1 or more direct reports
- Handle special projects as assigned
- Some domestic and international travel required

Qualifications:

- Dedication to MSC's mission
- BA/BS and a minimum of 3 to 5 years professional experience in a communications or marketing role
- Excellent writing skills – can passionately and effectively tell a story
- Highly self-motivated and goal-oriented, enthusiastic self-starter
- Familiarity with cutting-edge social media tools and trends
- Ability to manage and prioritize multiple projects in a fast-paced environment
- Strategic thinker with strong organizational skills and attention to detail
- Collaborative working style and an eagerness to learn from others
- Experience with content management system (knowledge of Drupal a plus)
- Experience with HTML (or equivalent coding knowledge), video and visual asset production experience, and photo/video editing skills (Adobe Suite, Adobe Premiere or Final Cut Pro)
- Strongly prefer experience with Blackbaud's Luminare Online, TeamRaiser, Raiser's Edge NXT, and Omatic

All interested candidates should submit a cover letter and resume to careers@mustardseed.com

Successful candidates should be prepared to submit samples of website content, social media posts, and email content, including newsletters and appeals.