



Grace at the Fray

## **Marketing & Communications Specialist**

### ***Full-time Job Opening - Remote or Hybrid***

Serge is a non-profit, global missions agency committed to sharing the gospel of Jesus Christ and transforming lives and communities world-wide. We employ over 300 missionaries in 25 countries and serve as a leading voice for spiritual renewal in the North American church.

We have an opening for a Marketing & Communications Specialist to write and edit compelling and persuasive copy that effectively communicates our message, attracts persons for missionary service, and promotes our diverse array of online content and resources. We are looking for one who is creative and analytical with a diverse range of copywriting experience, including writing for B2B and B2C marketing, recruitment campaigns, donor campaigns, blogs, and email.

Position is full-time with benefits and may be performed remotely with occasional travel to the home office in Jenkintown, Pennsylvania. If you have the expertise required and a desire to work in a dynamic, mission-driven environment, we invite you to apply! If you have an established network of financial supporters and/or are willing to raise a portion of your compensation, you will be of particular interest.

#### **Responsibilities**

- Write and edit compelling and persuasive copy across a wide range of projects and platforms, with a focus on email communications as well as blog, website copy, social media, digital ads, and print collateral.
- Collaborate with the marketing team and multiple stakeholder departments to brainstorm ideas, develop concepts, and align diverse organizational goals with the needs of our target audience segments.
- Conduct market research (including voice of customer research and interviews) to create engaging content that resonates with our audience and overcomes obstacles; analyze trends for new marketing opportunities.
- Exercise initiative in seeking out and maintaining a comprehensive understanding of our previously created collateral and messaging, leveraging existing content to inform and enhance copywriting efforts.
- Work with the communications team to regularly maintain and update website content.
- Collaborate with internal teams to develop and monitor strategic marketing initiatives.
- Optimize content for search engine optimization (SEO) to enhance online visibility and reach.
- Edit and proofread copy to ensure accuracy, clarity, and consistency in messaging and branding.
- Track, report, and present the performance of marketing campaigns to determine effectiveness of strategies.
- Create marketing materials, such as sales and product collateral, and adhere to brand guidelines.

#### **Requirements**

- Demonstrates commitment to Serge Vision, Mission and Values.
- BS/BA in marketing, English, journalism, or related field.
- Minimum 3 years of related experience in the nonprofit sector.
- Ability to drive people to action without using sales language, and to effectively blend marketing techniques with the authentic and mission-driven communication style of our nonprofit organization.
- Proven ability to craft persuasive and engaging copy for both marketing and non-profit communications.
- Portfolio of work that shows an ability to write for a diverse style of content including emails, long-form landing pages, social media ad copy, and/or blog content.
- Strong storytelling skills: ability to analyze and uncover compelling elements in a story and effectively translate complex concepts into clear and concise copy.
- Experience with Wordpress and Monday.com a plus.

**To Apply**, send resume, cover letter and portfolio of writing samples with salary requirement to Anita Wessner at [HR@serge.org](mailto:HR@serge.org). For more information about our mission agency, visit [www.serge.org](http://www.serge.org).