



1700 North Brown Road, Suite 106 • Lawrenceville, GA 30043  
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**IMMEDIATE POSITION OPENING**

**Marketing Coordinator**

(Full-Time, Exempt Position)

Reporting to the Director of Philanthropic Giving and Marketing, RBI's Marketing Coordinator supports RBI's marketing initiatives through planning, executing, and tracking the results of multi-channel campaigns and communications. The Marketing Coordinator is highly organized, savvy in a digital environment, and able to collaborate with designers and web developers on the production of marketing campaigns and materials.

Please see [Position Profile](#) for more detailed information.

**PLEASE DIRECT INQUIRIES/RESUMES TO:**

PCA Retirement & Benefits  
ATTN: Heather Chambliss  
1700 N. Brown Road, Ste 106  
Lawrenceville, Georgia 30043

Email: [heather.chambliss@pcarbi.org](mailto:heather.chambliss@pcarbi.org)  
Fax: 678-825-1261

Applicants must provide a cover letter, resume, and affirm the below statement, returning a copy of this page with their application.

RBI does not discriminate against any person on the basis of race, color, gender, national origin, age, disability, or veteran status, whether in hiring, promotion, pay, or benefit decisions. Nevertheless, as a Christian ministry, RBI reserves the right to hire only those individuals who make a credible profession of faith in Jesus Christ and who demonstrate qualifications for the position being filled. While as a church entity, RBI is not subject to the Americans with Disabilities Act, RBI does not discriminate against any qualified individuals with a disability. RBI will make reasonable accommodations to allow a disabled employee to perform the essential functions of his or her job whenever possible. It is the responsibility of the disabled employee to request an accommodation of his or her physical or mental disability by contacting his or her supervisor.

I have read the above requirements:

- Cover Letter Included
- Resume Included
- Affirmation of Employer Statement

## **PCA Retirement & Benefits**

As an agency of the Presbyterian Church in America (PCA), the role of PCA Retirement & Benefits (RBI) is to “Prepare, Protect, and Nurture” ministers, missionaries, lay employees and their employing ministries through the provision of employee benefits, financial consultation and counseling. This is accomplished through providing the benefits and educating eligible PCA ministry partners about them. The benefits include the plans, programs and services provided through RBI, including the PCA 403(b) Retirement Plan, PCA Group Insurance Plans, the PCA Ministerial Relief program and the counseling ministries of ServantCare and Cherish.

### **Our Vision**

We believe the gospel advances and the church thrives as men and women who serve PCA ministries grow spiritually and financially healthy.

### **Our Values**

**We Know You:** We Understand Ministry Life

**We Know How:** We Continuously Pursue Excellence

**We Care:** Relationships Are Our Bottom Line

### **Our Mission Statement**

We guide PCA pastors and ministry workers through the complexities of financial planning and employee benefits, so they and their families are able to live generously in every season of ministry.

Job Title	Department	Reports to	FLSA Status	Date Prepared
Marketing Coordinator	People & Culture	Director of Marketing	Exempt	11/20/20

**Job Title: Marketing Coordinator**

**Summary**

Reporting to the Director of Philanthropic Giving and Marketing, RBI's Marketing Coordinator supports RBI's marketing initiatives through planning, executing, and tracking the results of multi-channel campaigns and communications. The Marketing Coordinator is highly organized, savvy in a digital environment, and able to collaborate with designers and web developers on the production of marketing campaigns and materials.

**Responsibilities**

- Coordinate the timely production of all of RBI's marketing and communication materials and campaigns
- Manage all projects and timelines for RBI's communication calendar in project management software
- Assist Director of Marketing in working with RBI's marketing consultants to develop appropriate brand, communication, and social media standards and strategies.
- Coordinate product or content email marketing campaigns, including copy, scheduling, testing, and database management
- Measure and report on the performance of all marketing campaigns
- Plan and execute all digital marketing campaigns, including SEO/SEM, marketing database, email, social media, and display advertising campaigns
- Collaborate with marketing team and consultants on creating landing pages and optimizing user experience
- Evaluate emerging technologies and provide recommendation on which technologies to adopt
- Pull email and print lists
- Create, proofread, and edit copy for various marketing channels, ensuring brand voice
- Assist in creating presentations and marketing materials for RBI staff to utilize with external stakeholders

**Qualifications**

Christian

- Strong devotion to Jesus Christ, holiness, and a passion to make him known
- A Christian whose life reflects mature spiritual growth as evidenced by the fruit of the Spirit and knowledge of the basics of the faith
- Active member of an evangelical church that affirms the tenants of historic Christianity (PCA church preferred but not required)
- In agreement with RBI's Statement of Faith and Ethics

Personal

- Passion for the church and the ministry leaders who work in it
- Excellent oral and written communication skills
- Committed lifelong learner
- Strong collaborative skills in order to work well with other RBI associates and other PCA committees and agencies
- Tenacity to persevere in a challenging business and ministry environments

Professional

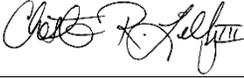
- 4-year college degree
- At least 3 years of professional marketing or related experience
- Proven ability to meet deadlines and complete projects according to outlined scope, budget, and timeline
- Strong analytical and problem-solving skills
- Familiar with Customer Relationship Management and Content Management software
- Firm grasp on various marketing platforms, channels, best practices, including social, digital, and email marketing

**Working conditions**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate. Regular and routine travel to support the work will be required.

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employee(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

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Approved by:	
Date approved:	11/23/2020
Reviewed:	11/23/2020