



## Digital Marketing and Publications Manager

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| <b>Department:</b>            | Marketing and Communications, Institute of Mennonite Studies                              |
| <b>Supervisor:</b>            | Director of Marketing and Communications, and Director of Institute for Mennonite Studies |
| <b>FTE:</b>                   | Full-time preferred; could be divided into two half-time roles                            |
| <b>Salary and Rank:</b>       | Commensurate with experience  |
| <b>Location:</b>              | Elkhart, Indiana  |
| <b>Anticipated Start Date</b> | July 2026   |

### Summary

This combined position gives leadership to digital marketing and publication projects originating in AMBS's Marketing and Communications department and the seminary's research agency, Institute of Mennonite Studies. As a member of the Marketing and Communications department, primary marketing responsibilities include managing the seminary's website and overseeing social media strategy and implementation, digital marketing and database management, and video production. As a member of the Institute of Mennonite Studies staff, the position holder will also collaborate with the IMS director to coordinate IMS's publications and digital media strategy, including the management of IMS's web presence and the creation of digital content related to IMS book and journal publications. Applicants interested in half-time employment for either the Publications or the Digital Marketing portions of the position should note this preference in their cover letter.

### Responsibilities and duties

- Website oversight and management (WordPress)
  - Strategize website content and organization/structure
  - Maintain and update the AMBS website and continually improve its communication function
  - Provide training to AMBS employees on website updates; approve website updates made by other employees
  - Maintain search engine optimization of the AMBS website
  - Work with the website host to ensure that the AMBS website is live regardless of scheduled work hours
  - Make strategic updates to IMS pages on the website to promote IMS publications
- Management of Institute of Mennonite Studies publications
  - Administer publishing projects in consultation with the IMS director and associate director, including publication management of books and journals, and arrangement of editing services
  - Coordinate maintenance of and updates to publishing platforms for IMS publications
  - Host special events
  - Create and track projects and overall IMS budgets, including end-of-year financial reporting
  - Correspond with authors, editors, designers, translators and publishers
  - Maintain project archives
  - Provide editorial support as time allows. Provide project management for the development of IMS products as needed.



- Social media oversight
  - Schedule and produce content across all of AMBS's social media channels (including IMS accounts)
  - Compile monthly analytics reports to provide direction for the social media strategy
  - Develop and implement social media advertising plans
  - Participate in continuing education efforts to stay current on social media trends
- Video production
  - Work with the Director of Marketing and Communications on video strategy
  - Work with the Director of Institute of Mennonite Studies on video projects related to IMS publications
  - Film short-form content for social pages and video content for podcasts
- Mass email
  - Oversee institutional MailChimp email newsletters and mailing lists
  - Create policies for mass email strategies that are compliant with legal practices
  - Implement mass email strategies to ensure impactful engagement with AMBS markets
- Attend Marketing and Communications department meetings, IMS meetings, and professional staff meetings, in addition to any additional meetings required to facilitate collaboration between the departments

### **Qualifications and skills**

- Bachelor's degree required, master's degree preferred
- A minimum of 3 years of experience in social media, marketing and/or PR
- Proficient in WordPress
- Proficient with MailChimp
- Proficient in Loomly or other social media scheduling software
- Proficient in content creation tools like Canva, Adobe Creative Suite, and video editing
- Excellent communication skills in English – interpersonal, written, and spoken
- Strong computer skills and eagerness to keep up with emerging digital and social marketing strategies and needs
- Ability to organize efficiently and work accurately with detail
- Competent project management
- Demonstrated intercultural competence and ability to work effectively in diverse and global contexts.
- Commitment to Jesus Christ, affinity with Anabaptist values and beliefs, and support for the mission of AMBS, including its commitment to anti-racism and God's reconciling mission.
- Familiarity with Mennonite Church USA and Mennonite Church Canada

### **Hiring policy**

Commitment to Anabaptist Mennonite Biblical Seminary's mission and support of its Anabaptist and ecumenical vision are essential. AMBS does not discriminate against employees or candidates for employment on the basis of race, sex, color, national origin, age, disability, sexual orientation, gender identity, or any other legally protected status.

AMBS is committed to anti-racism as one of the ways we practice God's reconciling mission in the world. Candidates for employment will have a strong motivation to join our efforts to work for racial equity and make AMBS an increasingly diverse learning community.



To apply: send a cover letter, resume or CV and a list of three references to [HR@ambs.edu](mailto:HR@ambs.edu).  
Please do not include current employees of AMBS as references.

*Approval date: March 18, 2026*