



Volunteer Position Description

Branding and Marketing Specialist

Volunteer Position Overview:

The Branding and Marketing Specialist will be responsible for developing and executing strategies that strengthen the New Birth's brand, improve market presence, and drive engagement with target audiences. This individual will collaborate with internal teams to create cohesive branding and marketing efforts across all platforms.

Key Responsibilities:

1. Stakeholder Collaboration

- Develop and maintain a consistent brand voice, identity, and guidelines across all marketing materials and platforms.
- Design and execute marketing campaigns, including digital, social media, email, and print.
- Conduct market research to identify audience trends, competitive analysis, and opportunities for growth.
- Oversee the creation of branded content, including promotional materials, presentations, and advertisements.
- Manage social media accounts, monitor analytics, and implement strategies to increase engagement.
- Collaborate with graphic designers, writers, and other creatives to produce high-quality marketing content.
- Track and report on the effectiveness of branding and marketing efforts, using analytics to guide adjustments.
- Stay up-to-date on industry trends and emerging marketing techniques.
- Support cross-departmental marketing needs and ensure alignment with organizational goals.

Qualifications:

- Bachelor's Degree in Marketing, Communications, Business, or a related field (or equivalent experience)

- Proven experience in branding, marketing, or a similar role (2 - 5 years preferred).
- Strong understanding of brand strategy and digital marketing techniques.
- Proficiency in design tools (e.g., Adobe Creative Suite) and marketing platforms (e.g., Google Analytics, social media management tools).
- Exceptional communication, writing, and editing skills.
- An analytical mindset with the ability to interpret data and make informed decisions.
- Highly organized with the ability to manage multiple projects and deadlines.
- Knowledge of SEO, SEM, and PPC Campaigns.
- Photography, videography, or video editing experience.
- Experience in faith-based organizations.

Soft Skills:

- Creative thinker with a strong eye for detail.
- Collaborative team player.
- Strategic problem-solver.
- Adaptable to changing priorities and a fast-paced environment.

Candidate Competencies:

- A committed Christian who supports the mission, vision, and values of the church.
- Servant-hearted with a collaborative spirit.
- Strong interpersonal skills with a passion for building relationships.
- Excellent communication skills and a proactive, results-oriented approach.

PROFESSIONAL VOLUNTEER

The engagement as a Volunteer is not considered employment and the Volunteer is not entitled to any compensation or other employment benefits.

Submit resume to: PROVOLUNTEERS@NEWBIRTH.ORG

Those whose qualifications most closely align with our needs will be contacted to move forward in the selection process.

No phone calls will be accepted.