

# Caroline Mason joins ATS as communications and email marketing coordinator

By FAITH JACKSON

*The Association of Theological Schools (ATS) welcomes Caroline Mason as communications and email marketing coordinator. Mason officially joined ATS in September and is responsible for leading the Association's email communications, including writing and proofreading content, designing and deploying campaigns, and analyzing engagement to strengthen outreach and connection with member schools.*

## **Position strengthens ATS communications strategy**

In this new role, Mason supports the communications team in advancing the Association's strategic priorities, ensuring that email campaigns are timely, engaging, and aligned with the ATS values and mission. Known for her meticulous attention to detail, she brings a thoughtful and precise approach to crafting messages that reflect the depth and breadth of the Association's work. Her contributions will strengthen a growing communications strategy that seeks to amplify the value proposition of ATS and of theological education more broadly.

With a background in digital communications and non-profit advocacy, Mason brings experience from Anderson University-SC, Bread for the World, International Justice Mission (IJM), and Arise Lawrence County. She earned her bachelor's degree in communication from Anderson University-SC, where she was a member of the honors program, and is currently completing a master's degree in professional communication at Youngstown State University.



## **Active in organized advocacy**

Passionate about supporting vulnerable communities, Mason is an advocate for those affected by human trafficking. She served as president of the Anderson IJM Chapter and later joined IJM's Justice Council, mentoring chapter leaders across the East Coast.

"I'm grateful for the opportunity to serve ATS in this role," Mason said. "Email is such a powerful tool for storytelling and connection, and I look forward to helping communicate the mission and work of ATS with clarity and impact."

By strengthening the ATS email strategy and content development, Mason helps round out a team committed to promoting a clear, cohesive message across the Association's diverse membership. Her work supports the broader communications strategy to engage members, elevate the visibility of ATS, and foster deeper connection across the ecology of theological education.



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