

# Job Posting

Position	Department	Reports to	FTE	FLSA Class
Online & Seminary Marketing & Communications Specialist	Marketing	Marketing Manager	1.0	Non-Exempt

Grace College and Seminary makes employment opportunities available to all applicants and employees without regard to race, color, sex (except where sex is a bona fide occupational qualification), pregnancy, age, ancestry, national origin, disability, citizenship status, military status, genetic information, or any other legally protected category. Grace College and Seminary is a Christian religious-affiliated organization and, as such, is permitted religious exemptions set forth in Title VII of the Civil Rights Act of 1964.

**Scope of Responsibilities:** We are seeking a dynamic and creative individual to join our team as an Online and Seminary Marketing and Communications Specialist. This role is crucial in enhancing the Online and Seminary presence, engaging with current and prospective students, and supporting the overall marketing strategy under the direct supervision of the Marketing Manager.

## General Responsibilities:

- **Social Media Management:**
  - Develop, curate, and manage content for Online and Seminary.
  - Monitor, respond to, and engage with social media communities in a timely manner.
  - Analyze and report on social media performance and trends to inform strategy.
- **Email Marketing:**
  - Create and manage the communication flow for email marketing campaigns.
  - Design and schedule email campaigns to target different audience segments.
  - Monitor email performance metrics and optimize campaigns for better engagement.
- **Assist with Podcasts:**
  - Coordinate the setup, production, and distribution of campus podcasts.
  - Assist with the podcast schedule, including booking guests and organizing recording sessions.
  - Edit and publish podcast episodes on various platforms.
- **Content Creation:**
  - Curate high-quality photos and video b-roll from businesses, churches, seminary events, and other relevant locations for marketing materials.
  - Produce and edit videos communicating the Online and Seminary's mission, values, and programs.
  - Assist in writing engaging and compelling copy for various platforms, including social media, email, blogs, and promotional materials.
- **Collaboration & Coordination:**
  - Work closely with the Grace Marketing team to align all activities with the Online and Seminary's overall marketing and communication strategy.
  - Collaborate with the traditional and online admissions office to leverage recruiting experience and knowledge base within Slate.
  - Coordinate with faculty, staff, and external partners to gather content and create cohesive messaging.

## Qualifications:

# Job Posting



Position	Department	Reports to	FTE	FLSA Class
Online & Seminary Marketing & Communications Specialist	Marketing	Marketing Manager	1.0	Non-Exempt

---

**Minimum:**

- Prefer a bachelor’s degree in marketing, communications, journalism, or a related field.
- Strong writing and editing skills, with an eye for detail.
- Proficiency in using social media platforms, email marketing tools, and content management systems.
- Ability to work independently as well as collaboratively within a team.
- Strong organizational skills and the ability to manage multiple projects simultaneously.
- A commitment to the mission and values of Grace College and Grace Theological Seminary.

**Preferred:**

- Experience in videography and podcast production is highly desirable
- Working knowledge of CSS and HTML.
- Familiarity with the Slate CRM platform

**Status: Full Time; Non-Exempt**

**A completed employment application, resume, 2 employment references and a spiritual life reference must be submitted in order to be considered for employment. Applications are available in the Human Resource Office or can be downloaded at <http://www.grace.edu>, Employment. Applications are submitted by email to [employment@grace.edu](mailto:employment@grace.edu).**

**Posted: 11/26/2024**