



Position Announcement

Marketing and Communications Coordinator

Part-time, 12-month, non-exempt

Review of applications: August 1, 2018

Anticipated starting date: August 15, 2018

Position Description:

Under the general direction of the Vice President for Administration, the Marketing and Communications Coordinator is responsible for supporting Westminster Seminary California's marketing and communications objectives through the management of projects, initiatives, and relationships that increase the presence and influence of the WSC brand in print and online, including the creation, development, collection, placement and distribution of digital and print media that promotes the identity, mission clarity and priorities of the Seminary.

Primary Duties & Responsibilities:

- Assist in the development and execution of marketing and communications strategies for the seminary's digital and print channels, including brand management, online strategy, advertising, media production, and editorial direction with extensive collaboration with other, public-facing departments, including the Enrollment and Advancement Office, to support effective communications throughout the organization
- Collaborate with the Website Communications Committee and Director of Communications and Internal Design to develop and execute website content and promotional strategies
- Assist in the development, compilation, and editing of print project for the Seminary including *The Update* magazine, the WSC Catalogue, brochures, and other departmental written communications
- Plan and manage new faculty content in coordination with faculty and curate and promote existing faculty resources for use on website, in seminary marketing campaigns, and print projects
- Coordinate written, photo, video, audio, and social media production for seminary projects and events
- Manage and report on WSC's social media accounts (Facebook, Twitter, Instagram, YouTube, Vimeo) and schedule interdepartmental postings that strategically promoting faculty content and activity, highlight information about

WSC events and program offerings, while maintaining a clear, consistent voice while listening and responding to users as needed

- Compile monthly/quarterly marketing and social media reports, analyze key metrics and making recommendations as necessary
- Manage assigned projects from development to launch, including overseeing process and deadlines, communicating with staff, stakeholders, and vendors, reporting senior leadership

Qualifications:

- Bachelor's degree, preferably in marketing or communications, or other relevant field related to position) and/or equivalent and appropriate experience performing the essential functions of the position
- Familiarity with the Reformed faith and practice and ability to articulate WSC's history, educational and theological distinctives
- Familiarity with marketing industry and trends, including content marketing strategies and social media execution
- Excellent interpersonal, speaking, writing and editorial skills
- The ability to establish and maintain collaborative working relationships with other members of the staff, faculty, students, and other seminary constituents coupled with a desire and ability to represent WSC in a positive and professional manner
- Excellent organizational, project management and time management skills and the ability to work independently and inter-departmentally to accomplish organizational objectives
- Proficiency in computer software, web and social media applications, including Google Apps, Microsoft Office Suite, website content management software, Adobe Photoshop and Illustrator, Final Cut, and equivalent programs based upon platform.

To Apply:

Send cover letter and resume to:

Barb Van Solkema, Executive Assistant
Westminster Seminary California
1725 Bear Valley Pkwy
Escondido, CA 92027

Email: bvansolkema@wscal.edu

Website: <http://wscal.edu/about-wsc/employment>

Posted

July 18, 2018

Closes:

When Filled