



Position Description

- A. **Title:** **Editorial and Social Media Content Manager**
- B. **Status:** Exempt, Administrator
- C. **Purpose:** Creates content that is engaging and consistent with the Seminary's voice, mission, and messaging
- D. **Supervision:** Director of Marketing and Communications
- E. **Responsibilities:**
- Provides editorial oversight for all publication and social media projects (70%)**
 - Serves as the lead writer, editor, and proofreader for all print, social and digital publications.
 - Creates clear, concise, and well-polished written content that is engaging and consistent with the Seminary's voice, mission, and messaging.
 - Improves the quality and quantity of brand storytelling for the Seminary.
 - Interacts regularly and formally with institutional stakeholders to develop and refine new story angles, with an emphasis on stories related to value proposition.
 - Maintains and directs activity through a working story calendar for the Seminary that highlights programs, alumni, students, faculty, and staff.
 - Recruits/solicits stories from faculty, staff, students, and alumni.
 - Occasionally schedules and oversees work of freelance writer/s and photographers for special assignments.
 - Develops and implements long-term content strategy for the Seminary's social media presence, including Instagram, Facebook,**

LinkedIn, Twitter, YouTube, and Vimeo, as well as new and emerging platforms. (25%)

- Supervises social media specialist.
- Develops, executes and optimizes paid social campaigns to raise brand awareness, enhance engagement efforts and generate website traffic.
- Listens and engages in relevant social media discussions and keeps up to date with social media trends.
- Analyze and produce monthly and yearly analytics reports to assess impact and growth.

5. Stewards and promotes the Seminary brand. (5%)

- Supports implementation of seminary's brand strategy.
 - Identifies and shares stories across various platforms that reflect and promote the core identity and mission of the Seminary.
 - Upholds and advances the Seminary's public standing as a premier academic entity.
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Timeliness

- Reports to work and scheduled work activities on time.
- Provides clear, articulate, and accurate written and verbal communications in a timely manner.

Professionalism

- Demonstrates an understanding of and commitment to the Seminary mission and goals.
- Demonstrates knowledge of Marketing and Communication team functions and ability to identify resources for further research/information.
- Maintains composure, focuses on tasks, and maintains effective co-worker relations.
- Conducts her/himself in an ethical manner and promotes respect and dignity for others.

Service

- Is flexible in responding to changing work demands and the needs of constituents and co-workers.
- Is accessible, friendly, and responsive to constituents and co-workers
- Provides accurate information to meet clients, constituent, and co-worker needs

- Prioritizes and schedules work, balancing user requirements and team resources to handle multiple projects with the highest level of service and efficient use of resources.

F. Qualifications:

1. Bachelor's degree or higher in marketing, communications, journalism, or related field.
2. 3-5+ years of experience in marketing, communications, journalism, or related field.
3. Strong managerial, communication and interpersonal skills; demonstrated success and experience in public relations.
4. Excellent writing/editorial, interviewing, and communication skills with a proven track record of writing on-brand, relevant, and compelling content.
6. Team player with strong interpersonal skills, able to interact effectively with various levels within the organization as well as with key external audiences.
7. Self-directed learner who understands evolving digital platforms and design trends.
8. Proven understanding of marketing in the digital space and current social media trends and best practices.
9. Experience and familiarity with mainline theological education a plus.
10. Capacity to prioritize projects and work effectively under pressure of deadlines.

Job Type: Full-time; hybrid

To apply: Interested candidates should submit a cover letter, resume/curriculum vitae (please name your documents as follows: Last Name, First Name – Document Name), and the names and contact information for three references to the hiring manager, Cherrelle Nicholson at cherrelle.nicholson@ptsem.edu and the Human Resources Office at Princeton Theological Seminary at apply@ptsem.edu.

Princeton Theological Seminary reserves the right to amend this position description at any time