



## Position Description

- A. **Title:** **Social Media Marketing Specialist**
- B. **Status:** Exempt, Administrator
- C. **Purpose:** Provides expertise in managing various social media platforms and implementing the Seminary's comprehensive social media strategy.
- D. **Supervision:** Editorial and Social Media Content Manager
- E. **Responsibilities:**
1. **Create, schedule and monitor daily social media content – photos, graphics, videos, text – that educates, engages and grows our audience, supports Seminary priorities and increases our reach across the various social media platforms. (65%)**
    - Assist with monthly/quarterly/yearly content plans to showcase success stories, brand pride and promote events.
    - Generate consistent traffic and leads from our social networks to the Seminary's website.
    - Foster community by monitoring and engaging in relevant social discussions about the Seminary, its community and existing campaigns.
    - Safeguard the Seminary's online reputation.
    - Perform quality assurance for all platforms; monitor community posts, identify concerns and report findings.
    - Provide on-site/real time coverage of key seminary events.
  2. **Keep up with social media marketing trends and updates, track analytics and make suggestions for increased engagement. (20%)**
    - Analyze and produce monthly and yearly analytics reports to assess impact and growth.
    - Collaborate with Editorial and Social Media Content Manager to develop and implement a long-term strategy for engagement with

- influencers, such as clergy, alumni, media, public figures, activists, and others.
  - Research and present new strategies and emerging platforms.
3. **Develop, execute and optimize paid social campaigns to raise brand awareness, enhance engagement efforts and generate website traffic (15%)**
- Assess online presence and consumer behavior to lead the execution of paid media marketing programs
  - Manage ongoing testing to further optimize ad creatives and landing pages.

**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 coworkers.
- Is accessible, friendly, and responsive to constituents and coworkers.
- Provides accurate information to meet clients, constituent, and coworker 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 in communications, marketing, or related field, and/or equivalent experience.
2. 2 – 5+ years of professional experience creating and monitoring social media content for social media channels, such as Facebook, Twitter, Instagram, and LinkedIn. Experience working in higher education a plus.
3. Excellent written and verbal communication and interpersonal skills.
4. Advanced knowledge of paid Facebook, Google and LinkedIn Ads. This includes building, optimizing and reporting. Plus, eCommerce and lead gen experience.
5. Advanced graphic design skills as well as demonstrated knowledge of video-editing and photo-editing skills; proficient in use of photo and video equipment, DSLR cameras, lighting systems a plus.
6. Proficient in Canva, Adobe CS Creative Suite (including Photoshop, Illustrator and InDesign) and working knowledge of database and reporting tools such as Microsoft Word, Excel, Access, and PowerPoint.
7. Creative and highly motivated with the ability to deliver quality work under tight deadlines.
8. Team oriented, flexible, efficient and able to work independently.
9. Excellent attention to detail, organized, and able to multi-task.
10. Experience within graduate theological education a plus.

**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](mailto:cherrelle.nicholson@ptsem.edu) and the Human Resources Office at Princeton Theological Seminary at [apply@ptsem.edu](mailto:apply@ptsem.edu).

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