



Title: Communications and Content Developer

Position: Communications and Content Developer, Polaris Young Adult Leadership Network
Department: Continuing Education
Full-time or Part-time: FT Exempt
Hours per week: 35
Months per year: 12
Work Schedule: PTSem Office Hours; variable based on network programming
Reports to: Project Director for the Polaris Young Adult Leadership Network

Job Purpose: The Polaris Young Adult Leadership Network at Princeton Theological Seminary seeks to cultivate connections among young adults who are Christian leaders, amplifying the scope and impact of their leadership through relationships and resources. The purpose of this role is to support all network activities through the implementation of a foundational communications strategy and through creative content development, growing the number of participants in Polaris programs and expanding the audience of individuals who can learn from the stories of remarkable leaders.

Essential Functions:

Story Sharing

35% of time

- Develop stories that highlight compelling young adult Christian leaders in their various contexts across the United States. Manage internal partners and external vendors (graphic designers, photographers, videographers, and more) to create and distribute stories. Identify and develop relationships with new vendors as needed.
- Work closely with Polaris director and program coordinators to identify compelling stories and appropriate platforms for sharing them (PTSem News feed, Polaris blog, podcast, external outlets).
- Identified strategic paid opportunities to increase reach of stories and expand audience, including paid social media campaigns, sponsorships, digital media placements, and other outlets.

External Communications

35% of time

- Create and manage written and visual content for newsletter, social media, and report-related communications about programs and initiatives.
- Copy edit materials for digital and written publication.

- Website edits and maintenance, primary point of contact with vendor for larger website updates / redesign
- Maintain ongoing digital communications for in-person, hybrid, and digital programs, developing the Polaris voice and brand.
- Ensure external communication adheres to PTS and Polaris brand guidelines.
- Ensure Polaris programs and stories are included in the seminary's central communication channels including website, social media, media outreach, and email campaigns.
- Modify communications strategy during year 1 to incorporate market research insights and learnings from program participants.
- Generate and present reports to the team and key stakeholders as requested.
- Collaborate with Data Analytics Coordinator to review and synthesize digital analytics and make data-informed decisions about content creation and distribution.

Communications Strategy Development

15% of time

- With the Polaris and the seminary's central Office of Marketing and Communications, work with external market research vendor, learning from data and listening sessions.
- Collaborate with the team's implementation of Salesforce as the seminary's customer relationship management (CRM) platform.
- Establish communications workflows (development, platform integration, posting, and sharing), ensuring schedules are in sync and followed.
- Work closely with the Polaris Data and Analytics Coordinator to monitor communications and social media footprints
- Routinely update strategy to improve Polaris's reach and impact year over year

Team and Polaris Leadership Network Support

10% of time

- Participate in all Polaris Leadership Network team meetings
- Regularly attend Marketing and Communications team meetings.
- Collaborate on CRM database development
- Attend gatherings and events on campus up to 6 times per year.

Institutional Support

5% of time

- Participates in Continuing Education team meetings as requested.
- Serves on committees and task forces and performs occasional administrative duties that serve the Continuing Education team and the wider institution of Princeton Seminary.
- Forms and maintains positive relationships with the rest of the Continuing Education team and members of the PTS community.

Other duties may be assigned by the Project Director for the Polaris Leadership Network.

QUALIFICATIONS AND SKILLS:

- Bachelor's degree required.
- A minimum of 3 years of experience developing and implementing communications strategies.
- Experience with Microsoft Office 365, Zoom, Mailchimp, Adobe Photoshop, InDesign, Formstack, SurveyMonkey, Canva, Wordpress
- Social media management experience required.
- CRM experience in Salesforce strongly preferred.
- Ability to engage with Christian leaders in an educational environment necessary.

- Must possess a commitment to the health and well-being of colleagues, community, and constituencies served.
- Ability to work independently and meet deadlines.
- Must be detail-oriented and self-motivated.
- Ability to maintain confidentiality and effectively steward sensitive information.
- Actively support and advance the mission of Princeton Theological Seminary.
- Proven commitment to equity, inclusion, diversity, and anti-racism.
- This is an in-person OR remote hybrid position.

PHYSICAL / ENVIRONMENTAL DEMANDS:

Ability to be mobile on campus with any needed accommodation, works in office environment, lifts up to 20 lbs., remain in a stationary position 50% of the time, wrist and hand movement related to computer work.

This description reflects essential functions of the position, it does not restrict tasks that may be assigned or changed at any time.

Prepared by: **Shari Oosting**

Date: **November 2024**