



***Position Description: Editorial Manager***

December 2024

**Department:** Marketing and Communications

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**Status:** Exempt, Administrator

**Job type:** Full-time, Hybrid

**Salary:** \$75 – 85K

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**Purpose:** To write and publish high-quality editorial content that is engaging and consistent with the Seminary's voice, mission, and messaging. To manage a team of freelance writers by assigning content and editing copy from concept to publication, ensuring alignment with the Seminary's [strategic framework](#) and audience expectations across various platforms.

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**Supervisor:** Director of Marketing and Integrated Content

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**Responsibilities:**

**1. Editorial Oversight (70%)**

- a. Serve as the lead writer, editor, and proofreader for all print, social, and digital publications.
- b. Create clear, concise, and polished written content that aligns with the Seminary's voice, mission, and messaging.
- c. Enhance the quality and quantity of brand storytelling for the Seminary.
- d. Maintain a consistent flow of written publications across the Seminary's website.
- e. Collaborate with institutional stakeholders to develop and refine story angles, emphasizing value proposition narratives.

- f. Maintain and manage a working story calendar highlighting programs, alumni, students, faculty, and staff.
- g. Source stories from faculty, staff, students, and alumni.
- h. Utilize Search Engine Optimization (SEO) to increase website traffic.
- i. Identify and share stories across various platforms that reflect and promote the Seminary's core identity and mission.

## **2. Manage Freelance Writers (10%)**

- a. Manage freelance writers' schedules.
- b. Assign writing tasks with clear directions.
- c. Review and edit articles for publication.

## **3. Social Media Content Collaboration (10%)**

- a. Collaborate with the social media manager to develop and implement a long-term content strategy for platforms like Instagram, Facebook, LinkedIn, Twitter, YouTube, and Vimeo.
- b. Assist in executing and optimizing paid social campaigns to raise brand awareness, enhance engagement, and generate website traffic.
- c. Analyze and produce monthly and yearly analytics reports to assess impact and growth.

## **4. Brand Stewardship (10%)**

- a. Support the implementation of the Seminary's brand strategy.
- b. Uphold and enhance the Seminary's reputation as a premier academic institution.

### **Additional Expectations:**

#### **1. Timeliness**

- a. Reports to work and completes scheduled activities on time.
- b. Provides clear, articulate, and accurate written and verbal communications promptly.

#### **2. Professionalism**

- a. Demonstrates understanding and commitment to the Seminary's mission and goals.
- b. Exhibits knowledge of Marketing and Communication team functions and identifies resources for further information.
- c. Maintains composure, focuses on tasks, and fosters effective coworker relationships.
- d. Conducts self ethically and promotes respect and dignity for others.

#### **3. Service**

- a. Adapts to changing work demands and the needs of constituents and coworkers.
- b. Is accessible, friendly, and responsive to constituents and coworkers.
- c. Provides accurate information to meet client and coworker needs.
- d. Prioritizes and schedules work to balance user requirements and team resources, ensuring efficient project management and service delivery.

**Qualifications:**

1. Bachelor's degree or higher in marketing, communications, journalism, or a related field.
2. 3-5+ years of experience in marketing, communications, journalism, or a 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 creating relevant and compelling content.
5. Team player with strong interpersonal skills, capable of effective interaction across organizational levels and with key external audiences.
6. Self-directed learner familiar with evolving digital platforms and design trends.
7. Proven understanding of digital marketing and current trends and best practices.
8. Experience with or familiarity with mainline theological education is a plus.
9. Ability to prioritize projects and work effectively under tight deadlines.

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