



Position Description: Social Media Manager

December 2024

Department: Marketing and Communications

Status: Exempt, Administrator

Job type: Full-time, Hybrid

Salary: \$75 – 85K

Purpose: To manage various social media platforms and implement a comprehensive strategy that aligns with the Seminary's [strategic framework](#) and the audience's expectations across various platforms.

Supervisor: Director of Marketing and Integrated Content

Responsibilities:

- 1. Create, publish, and monitor content across all main Seminary social media platforms, including Facebook, LinkedIn, Instagram, and YouTube. (70%)**
 - a. 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.
 - b. Assist with monthly/quarterly/yearly content plans to showcase success stories, brand pride and promote events.
 - c. Generate consistent traffic and leads from our social networks to the Seminary's website.

- d. Foster community by monitoring and engaging in relevant social discussions about the Seminary, its community, and existing campaigns.
 - e. Safeguard the Seminary's online reputation.
 - f. Perform quality assurance for all platforms; monitor community posts, identify concerns, and report findings.
 - g. Provide on-site/real-time coverage of key seminary events.
- 2. Develop, execute, and optimize paid social campaigns to raise brand awareness, enhance engagement efforts, and generate website traffic (20%)**
- a. Assess online presence and consumer behavior to lead the execution of paid media marketing campaigns.
 - b. Collaborate with marketing agencies by creating assets and writing copy for key lead generation campaigns.
 - c. Manage ongoing testing to optimize ad creatives and landing pages further.
- 3. Keep up with social media marketing trends and updates, track analytics and make suggestions for increased engagement. (10%)**
- a. Analyze and produce monthly and yearly analytics reports to assess impact and growth.
 - b. Collaborate with Editorial Manager to develop and implement a long-term strategy for engagement with influencers, such as clergy, alumni, media, public figures, activists, and others.
 - c. Research and present new strategies and emerging platforms.

Additional Expectations:

- 1. Brand Stewardship**
- a. Support the implementation of the Seminary's brand strategy.
 - b. Uphold and enhance the Seminary's reputation as a premier academic institution.
- 2. Timeliness**
- a. Reports to work and completes scheduled activities on time.
 - b. Provides clear, articulate, and accurate written and verbal communications promptly.
- 3. 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.

4. 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 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.

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