

Hours: 40 hours per week (1.0 FTE)

Accountability: Director of Marketing and Communications

Position Summary: The Marketing and Communications Coordinator is responsible for the support, development, and execution of marketing and communications projects for a wide range of seminary departments and ministries. This position will serve as a resource for internal constituencies and will work as part of the creative services team under the supervision of the Director of Marketing and Communications.

Responsibilities:

- Develops and curates engaging content for Western Seminary's social media platforms, while maintaining a unified brand voice across all channels.
- Serves as a key content creator for a wide range of written, video, and photo content for digital and print marketing campaigns.
- Assists with developing and implementing digital media strategies for Western's website, including the use of online advertising, an editorial calendar, web analytics and user engagement.
- Coordinates the production of marketing materials as needed from conception to completion, including access to vendors and contract assistance. Priority of project development given to Advancement and Admissions departments.
- Implements the consistent application of Western Seminary's brand, mission, and logo in all communication.
- Helps direct Western Seminary staff in proper usage of Western Seminary Style Guide and online template tool to maintain brand consistency.
- Other duties as assigned.

Qualifications/ Requirements:

- Christian commitment and lifestyle consistent with World Evangelical Alliance Statement of Faith and the Seminary's governing virtues.
- Bachelor's Degree in Marketing or Communications, or a combination of relevant training and experience.
- Capability to deal effectively and appropriately with sensitive and confidential information.
- Superior communication skills are required (written and oral) – copywriting experience preferred.
- Excellent project management and organizational skills.
- Experience and understanding of Western Seminary's mission.
- Ability to manage detailed work, prioritize responsibilities, and respond appropriately to regular interruptions.
- Proficiency with Adobe Creative Cloud, Google Analytics (or similar analytics tool), Microsoft Office, Google Suite software.
- Experience with website content management systems (e.g. WordPress) strongly desired.
- Photography skills strongly desired.
- Demonstrated loyalty and support to the Seminary President, administration, and colleagues
- Experience with Google Ads strongly desired.