



# Marketing & Design Specialist – Portland Campus

**Hours:** 40 hours/week (1.0 FTE)

**Accountability:** Director of Marketing & Communications

**Position Summary:** The Marketing & Design Specialist is responsible for design support of marketing objectives across all channels while maintaining brand identity. They will translate marketing objectives into creative strategies for both print and digital marketing content. This position will serve as a creative resource for all internal stakeholders, under the supervision of the Director of Marketing and Communications.

## Essential Functions:

- Develops original creative content for digital and print campaigns.
- Develops and curates engaging content for Western Seminary's social media platforms, while maintaining a unified brand voice across all social channels.
- Along with the Director of Marketing & Communications, maintains a marketing calendar to ensure all advertising campaigns, communication plans, and other marketing activities are executed on schedule.
- Communicates with vendors/partners, including designers, printers, and creative agencies to ensure timely production of materials and fulfillment of marketing projects.
- Implements the consistent application of Western Seminary's brand, mission, and logo in all communication.
- Ensures visual communication and brand standards are met across the entire organization
- Other duties as assigned.

## Qualifications:

- Christian commitment and lifestyle consistent with World Evangelical Alliance Statement of Faith and the Seminary's governing virtues.
- A strong understanding of industry trends and creative tools, such as Adobe Creative Suite
- Bachelor's degree in graphic design, marketing, or videography, 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)
- Excellent project management and organizational skills.
- Ability to manage detailed work, prioritize responsibilities, and respond appropriately to regular interruptions.
- Two or more years of creative services experience strongly desired.
- Photography and/or videography experience strongly desired
- Alignment with the Seminary's Mission, Vision and Core Values