AUSTIN PRESBYTERIAN THEOLOGICAL SEMINARY

JOB TITLE: Director of Digital Communications and Marketing
DEPARTMENT: Institutional Advancement
REPORTS TO: Vice President for Institutional Advancement
FLSA STATUS: Exempt

SUMMARY: The Director of Digital Communications and Marketing is responsible for developing and executing strategies to expand and enhance Austin Seminary’s brand and promote its programs through digital communications and the media. The Director has primary oversight of the institution’s website and three portals as well as social media and related digital communications activities. The Director will work with internal departments to manage the content and design of digital communications for the Seminary’s varied audiences. The Director must be able to exercise sound judgment in editorial decisions regarding the content and appropriateness of communication materials.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

• Manage (write, edit, design, update) Austin Seminary’s website and portals using proprietary content management system; manage Austin Seminary’s social media platforms.
• Establish and implement the Seminary’s integrated marketing communications plan.
• Direct the ongoing communications activities and functions of marketing, publicity, and public relations including website, social media, advertising, digital direct mail, press releases, and media pitches.
• Develop and maintain effective relations with news reporters and faith-based organizations and networks through which the Seminary’s message may be disseminated.
• Research and advise internal constituents on strategies to leverage social media and digital tactics to promote Seminary events, programs, and fundraising efforts.
• Control quality to ensure accuracy and maintain the Seminary’s brand.
• Engage faculty as thought leaders to promote the value of theological education.
• Employ creative marketing strategies to derive value and augment return on investment.
• Provide analytics to evaluate effectiveness of marketing efforts.
• Work collaboratively with the Director of Communications to ensure consistent messaging.
• Collect and edit digital internal Community Announcements, update calendars, etc.
• Initiate and implement other communication strategies as deemed appropriate to the goals of Austin Seminary’s marketing communications plan.
• Provide timely and appropriate responses to general inquiries and requests.
MINIMUM QUALIFICATIONS

Education: Bachelors degree in digital communications and media, communications, marketing, or equivalent.

Certifications/Training: None required.

Experience: Excellent verbal and written communication skills; 3-5 years experience in digital content management, social media, marketing.

Special Requirements/Skills: Excellent verbal and written communication skills; familiarity with style manuals, Website management experience, Social media experience, Mac platform preferred, Commitment to being a team player, Ability to use discretion and maintain confidentiality, Ability to organize and prioritize work, Agility in multi-tasking, Ability to analyze and summarize data in a clear and concise manner, Inclination to take initiative and a willingness to ask questions, Strong interpersonal skills

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit and talk or listen, and is occasionally required to stand, walk, reach using hands and arms and lift light boxes of up to 5 pounds.

Disclaimer: The statements herein are intended to describe the general nature and level of work being performed by the incumbent in this position and assist in evaluating this job fairly and equitably. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of a person in this position. Management may change the duties and responsibilities at its sole discretion, and may request the employee perform duties not listed on the job description. This job description is not a contract between the incumbent and the employer.

Employee: ___________________________ Date: ___________________________

Supervisor: ___________________________ Date: ___________________________

Human Resources: ___________________________ Date: ___________________________