

Marketing and Communications

Northern Seminary seeks a qualified candidate for the position of Marketing and Communications. This individual will need strong organizational skills, writing skills, and facility with digital communication channels such as email and social media. The individual must be able to shape insightful, goal-driven campaigns according to a flexible but unified organizational schedule. The candidate will manage the seminary's email distributions, social media, and other marketing content, resulting in the primary outcomes of lead generation, enrollment, and advancement.

Knowledge in website, CRM, graphic design, social media, metrics, and analytics are highly preferred. Familiarity with topics and trends in the interests of Northern's target demographic will be needed in order to translate data into a usable campaign with high performing results. The candidate will maintain electronic communication, social media, ongoing content creation, and strategically encourage growth through communications and marketing by way of content and messaging.

Position Title: Manager of Marketing and Communications

Department: Innovation

FLSA Status: Full Time

Reports to: Jason Gile

Primary Responsibilities:

1. Serve as primary point person and coordinator for all marketing efforts of Northern Seminary including the Graduate programs, Seminary Now, and the Grow Center
2. Manage communications content and marketing calendar
3. Oversee refreshed and updated website
4. Update Northern Seminary websites, edit, and remove duplications
5. Coordinate and manage writing and content for all email communications marketing including
 - a. Newsletters
 - b. Drip campaigns
 - c. President's monthly Newsletter
6. Oversee Social media marketing assistant
 - a. Review copy and post on our channels
 - b. Pre-schedule daily social media utilizing Hootsuite or similar program.
 - c. Develop ongoing social media cycle with archived content
7. External and Internal Management
 - a. Establish and maintain relationships with third parties/vendors
 - b. Coordinate internal resources and third parties/vendors execution of multiple projects
 - c. Ensure that all projects are delivered on-time, within scope and within budget
 - d. Manage changes to the project scope, project schedule, and project costs
 - e. Report and escalate to management as needed
 - f. Create and maintain comprehensive project documentation for clear communication
 - g. Report on project performance, specifically to analyze the successful completion of goals
 - h. Assist in creating comprehensive project plans to be shared with staff members

- i. Develop diagrams and process maps to document progress within the projected timeline
8. Oversee and implement print projects including but not limited to the semi-annual 8-panel
 - a. Work closely with President and Advancement team on messaging
9. Utilize CRM and update regularly. Communicate with team regarding best practices and utilization of CRM.
10. Oversee and approve work of vendors including but not limited to videographer, designer.
11. Oversee podcast producer and provide leadership for the podcast network.
12. Execute annual outbound marketing efforts for enrollment. Work closely with the enrollment department to execute plan, including webinars, taste or Northern.
13. Work closely with Academic Manager as an internal point person for Bridge Events with the enrollment team. Manage flow of information into CRM, coordinate efforts with Enrollment director.

Required Skills/Abilities

- Knowledge of and in agreement with the mission and values of Northern Seminary
- Knowledge of methods and techniques used in promotional communications development
- Ability to manage multiple projects with competing levels of priority in a timely fashion
- Outstanding verbal and written communication skills, with an attention to detail
- Ability to clearly and concisely communicate content to a variety of constituents
- Ability to develop and maintain effective working relationships within the Seminary

Education/Experience

- Bachelor's degree; preferably in marketing, communications, or a related field and/or experience
- Proficiency in CRM software, e.g., Salesforce.
- General knowledge of Microsoft Office, Google Docs, social media, Hootsuite, expertise in Mailchimp; basic Photoshop and graphic skills desirable or willingness to learn
- Collaborative organizational and networking skills
- Demonstrated ability to take initiative and carry a project from start to finish

Core Competencies

- Communication: Strong verbal and written skills with attention to detail
- Agreement: Complies with the Seminary Faith and Community Standard statements
- Interpersonal Relationships: Promotes harmony and cooperation within working relationships; effectively addresses and resolves conflicts with others
- Initiative and Self-Reliance: Takes action without direction; uses sound judgment in decision making; looks for new and better ways to accomplish goals
- Trust and Integrity: Is widely trusted, seen as direct and truthful, keeps confidences, admits mistakes, adheres to an appropriate and effective set of core values
- Innovative creativity to elevate overall brand in a way that reflects our niche market

Our Core Values

The candidate will reflect these values:

- International, Interracial, Intercultural, and Mutual: We are strongest when we reflect the breadth of Christ's Church through intentional efforts to be agents of reconciliation and people who affirm the equal calling of women and men to lead the Church and engage the world. Our graduates, faculty, and staff demonstrate God's love around the world and across lines of culture, race, and gender.
- Pastoral/Missional Mindset: The gospel is best proclaimed and shared by equipped church leaders who are committed to mission, prayer, faith, compassion.
- Servant Leaders: We best serve our students and their churches when we are resourceful, strategic, and capable, relying on integrity to guide all interactions.
- Teachable: In relationship with God as we pursue His wisdom and study His Word.

Working Conditions

- Remote work possible; hybrid preferred
- Office environment: Ability to work in a fast-paced and demanding environment; may be sitting for long periods of time.
- Use of computer: May be looking at computer screen for long periods of time
- Must provide own form of transportation

Equal Opportunity Employer/Statement of Faith

Northern Seminary is an equal opportunity employer and welcomes applications from diverse candidates. We seek candidates who are dedicated followers of Christ, have a sincere desire to be an integral part of the mission of the Seminary, and demonstrate a commitment to Northern's statement of faith and standard of conduct.