



Position Description

Title: Communications and Marketing Coordinator
Reports to: Executive Director of Institutional Advancement
Job Classification: Full-time, exempt, administrative faculty

General Description

The communications and marketing coordinator is responsible for the creation of compelling and consistent messaging, supporting Bethany's strategic goals and aligning with the Seminary's established branding. The successful candidate will have strong writing skills and visual storytelling abilities, a background in communications, professional experience with social media and websites, and knowledge of fundraising concepts and language.

Responsibilities

- Develop and maintain timely and relevant web content for the Seminary.
- Research and write constituent profiles and other copy for inclusion in various forms of communications from the Seminary.
- Create and execute a robust social media plan for the Seminary.
- Oversee the distribution of mass emails and e-newsletters.
- Assist in developing plans and messaging for annual fundraising and stewardship of donors
- Manage advertising campaigns across multiple channels, organizing and tracking performance.
- Serve as chair of the Seminary's internal communications committee.
- Serve as liaison between Bethany and the Seminary's marketing and branding firm.

Relationships

The communications and marketing coordinator reports to the executive director of institutional advancement and works closely with the director of donor and church relations as well as members of the admissions and student services department. The communications and marketing coordinator will interact with and develop materials for a myriad of constituencies, including current students, faculty and staff, alumni, donors, and the general public.

Qualifications

- Bachelor's degree.
- Development, alumni relations, admissions, and/or marketing experience, preferably in a higher education setting. Familiarity with seminaries and theological education is a plus.
- Experience with design software, web design software, e-communications and social media.
- Excellent communication abilities, including written, oral, and listening skills.
- Strong project management skills and ability to meet deadlines

- Affinity with the values and mission of the Seminary is required; understanding of the Church of the Brethren in the Anabaptist-Pietist tradition is preferred.
- A willingness to work evenings and weekends as necessary and a current driver's license.

Application review will begin immediately and will continue until an appointment is made. To apply please send a letter of interest, resume, and contact information for three references to:

Gail Connerley, Executive Director of Institutional Advancement
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Richmond, IN 47374
gailc@bethanyseminary.edu

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