



JOB DESCRIPTION



INFORMATION

Job Title:	<i>Content Marketing Coordinator</i>	Wkly. Hrs./Weeks:	<i>15-20 hours/week</i>
		Pay Grade:	<i>\$16.00</i>
Department:	<i>Marketing - 5075</i>	Classification	<i>Part Time</i>
Reports To:	<i>Danielle Reeves</i>	Effective Date:	<i>March 15, 2019</i>

SUMMARY

The Master's Seminary is looking for a Content Marketing Coordinator. The Content Marketing Coordinator will be responsible for content writing, editing, and optimizing for search engine marketing.

ESSENTIAL DUTIES

- Edit and optimize blog articles for search engine marketing
- Edit and optimize landing page copy for search engine marketing
- Write and/or edit digital and print publications
- Perform ongoing keyword research for landing page and blog optimization
- Track and report organic traffic from keywords
- Temporarily manage the blog content calendar and coordinate with writers
- Temporarily send weekly blog updates to email subscribers

COMPETENCIES

- Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community.
- A keen knowledge of and interest in the field of Marketing and Communications.
- Skill in the use of personal computers and related software applications.
- Ability to develop, plan, and implement short- and long-range goals.
- Organized and deadline oriented.
- Working knowledge of SEO best practices.
- Working knowledge of Wordpress blogging platform.
- Working knowledge of MailChimp email platform.

QUALIFICATIONS

List minimum requirements to be considered for this position:

- Has a personal relationship with Jesus Christ and a demonstrated commitment to the doctrinal position of TMUS and a continuous exhibition of a desire to minister and serve others in varied capacities.
- Must be able to get along with co-workers and the public.
- Education: Bachelor's degree in English, Communications, or Marketing preferred.
- Experience: 3+ years in office administration in an educational institution preferred.
- Have computer proficiency.
- Basic mathematics and accounting knowledge is necessary.
- Excellent oral and written command of the English language is required.
- Ability to compose, proofread and edit correspondence.

- Possess excellent organizational skills.
- Exercise confidentiality, good judgment and discernment.
- Multitasked in an environment with many distractions is a must.
- Reading and comprehending correspondence is imperative.
- Able to analyze and synthesize data.
- Must successfully pass a background investigation.

WORKING CONDITIONS

List general working conditions for this position:

- Working Environment: Mostly indoors in a typical office environment, with an occasional need to visit other areas on campus.
- Physical Demands: Must be able to lift, pull, push, grasp and bend while lifting up to 30lbs.
- Repetitive motions on a keyboard and looking at a computer monitor for an extended duration of time is required.
- Travel: Some travel involved including overnight stays.

ADDITIONAL INFORMATION

Minimum Conditions for Beginning Employment:

Prior to beginning employment, in accordance with The Master's University & Seminary policy and/or under federal or state law, all employees must:

1. Sign and return an offer of "At Will" employment.
2. Present verification of their identity and authorization to work in the United States.

If, because of a disability, you need special services or facilities in order to apply or interview for this opening please contact the Human Resources department.

The Master's College & Seminary does not discriminate on the basis of race, color, national origin, ancestry, gender, age, marital status, veteran status or prior military service, medical condition, or any physical or mental disability. We are committed to practicing principles of equal employment opportunity and diversity based upon sovereign Biblical principles.

APPLICATION PROCESS

To be considered for a position, a completed Application for Employment must be submitted to the Human Resources office. The application may be picked up in person in the HR office or is available to be downloaded as a PDF from the web at <http://www.masters.edu/employment>. Your completed application may be dropped off in person, sent via fax (661.362.2717), email (humanresources@masters.edu) or regular mail (21726 Placerita Cyn Rd Box 41, Santa Clarita CA 91321).

Selection Process:

All applications are reviewed by the Human Resources department and where appropriate are forwarded for further consideration. Selected candidates will be invited for a personal interview at The Master's University. Any expense incurred in connection with these interviews will be the responsibility of the candidates.

Application Procedures:

All documents included in your application remain the sole property of The Master's University & Seminary and will not be returned. Your file for this opening will not be considered unless all requested items are submitted and are complete.