



JOB DESCRIPTION



INFORMATION

Job Title:	<i>Marketing Coordinator in Spanish</i>	EEOC Job Classification	Professionals
		FLSA Classification	Non-exempt
Department:	Spanish Department	W/C Classification	8868 – Administration/Faculty
Reports To:	Director	Effective Date	7/14/2021

SUMMARY

Advance the mission and vision of TMUS by writing, editing, and optimizing for search engine marketing. This position will coordinate all social media platforms as well as implement marketing strategies to fulfill the objectives established by the Spanish Education administration.

ESSENTIAL JOB FUNCTIONS

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Management of Social Media accounts.
- Responsible for Spanish Department Publicity.
- Develop and execute marketing campaigns highlighting the Spanish Department
- Manage the Mailchimp Database as well as Hubspot.
- Update and manage the Spanish Department webpage.
- Compose and deliver daily, weekly and monthly emails to students, prospective students and stakeholders.
- Update the department metrics and monitor quality control.
- Edit and optimize blog articles for search engine marketing.
- Edit and optimize landing page copy for search engine marketing.
- Perform ongoing keyword research for landing page and blog optimization.
- Track and report organic traffic from keywords.
- Manage the blog content calendar and coordinate with writers.
- Temporarily send weekly blog updates to email subscribers.
- Performs other related duties as assigned.

QUALIFICATIONS

- 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.
- Excellent written and verbal communication skills
- Strong organizational and interpersonal skills
- Service oriented with strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community.
- Ability to develop, plan, and implement short- and long-range goals.
- Ability to compose, proofread and edit correspondence.
- Organized and deadline oriented.
- Working knowledge of SEO best practices.
- Working knowledge of Wordpress blogging platform.
- Working knowledge of MailChimp email platform.

- Working knowledge of Hubspot platform.
- Proven background on marketing/publicity agencies.
- Exercise confidentiality, good judgment and discernment.
- Must successfully pass a background investigation.

SUPERVISORY RESPONSIBILITY

- This position has no supervisory responsibilities.

EDUCATION AND EXPERIENCE

- Bachelor's degree in Communication or Marketing, Master's Degree in Biblical Studies preferred.
- At least one year experience in an administration role within an educational institution preferred.
- Proficient in Microsoft Office Suite or similar software.

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.

- While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.
- This position requires the ability to occasionally lift office products and supplies, up to 30 pounds.
- No travel with overnight stay expected.

ADDITIONAL INFORMATION

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

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